



Managerial Economics and Financial Analysis

By Shailaja Gajjala, Usha Muniyappa

Orient BlackSwan Pvt. Ltd, 2012. Softcover. Book Condition: New. Economics is the simple logic we apply for making decisions every day, be they purchases or investments. However, any concept or theory can be made complicated by the use of unnecessary jargon. Managerial Economics and Financial Analysis aims to cut through this barrier and present information in a logical and straightforward manner. This book covers three important areas in the field of Finance: Managerial Economics, Financial Accounting and Financial Management. Designed to meet the undergraduate course requirements of engineering students, this book aims to present the main concepts and theories in a simple and lucid style. It includes many worked out examples and problems and provides interesting snippets of information relating to the current scenario in India. Salient features: Central points presented in easy-to-remember bullet form Worked out examples progress from simple to complex Line drawings included to enhance understanding and for quick reference Key terms defined at the end of every chapter Comprehensive practice questions and assignments (with answers) provided for every chapter Neat, clutter-free layout to improve readability Printed Pages: 376.



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