

Executive economics - ten essential tools for managers

Free Press - Business Economics Online Course

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Managerial economics.Executive economics - ten essential tools for managers

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Notes: Includes bibliographical references (p. 255-267) and index.

This edition was published in 1994



Filesize: 35.73 MB

Tags: #9781451631593: #Executive
#Economics: #Ten #Essential #Tools #for
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In managerial economics, demand analysis and forecasting holds a very important place.

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He canvassed a random sample of 500 corporate executives drawn from the 1,500 largest American corporations.

Business Economics Online Course

Economic logic, employed properly, can be a tool of great parsimony and power for the new general manager, as he or she makes hard choices across a broad spectrum of business issues including technology, human resources, markets, production, finance, marketing, and social and ethical responsibilities. Macroeconomics deals with the performance, structure, and behavior of an economy as a whole.

Managerial Economics Overview

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Essentially, despite having different leadership styles and backgrounds, these successful managers share one thing in common: they don't hesitate to break rules held sacred by conventional wisdom. These setbacks entail additional costs in the form of rework, inspection, scrapping rejects,

duplicate work, complaints, damage to reputation, loss of customers, and replacements and refunds. Maital uses examples, real and hypothetical, in order to demonstrate the importance of incorporating implicit costs in decision making.

9781451631593: Executive Economics: Ten Essential Tools for Managers

The author sometimes deviates from the stated purpose of the book, which is to demonstrate why and how economics can be useful to executives. To be honest -- another decade would not have hurt.

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