



Basic Economics for Managers

By Mark Hirschey

Cengage Learning Emea, 2005. Taschenbuch. Book Condition: Neu. Neu Neuware, Importqualität, Schnellversand mit dpd - Provides a foundation of economic understanding for use in managerial decision making. This book presents those aspects of economic theory and analysis that are relevant to students of business administration. It focuses on the nature of the decision process and the role economic analysis plays in that process. 688 pp. Englisch.



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