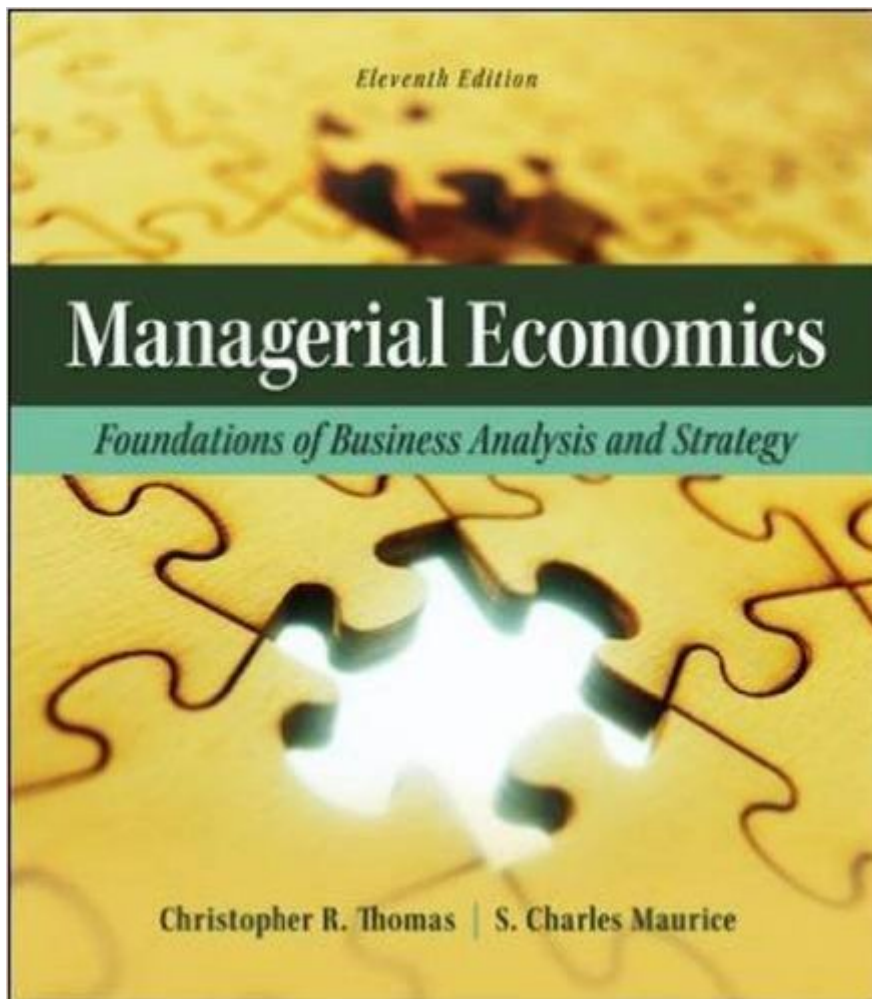


The book was found

Managerial Economics: Foundations Of Business Analysis And Strategy (The Mcgraw-Hill Economics Series)



Synopsis

The goal of Thomas and Maurice's Managerial Economics is to teach students the economic way of thinking about business decision and strategy. This edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing the daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. Managerial Economics is a self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 11th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

Book Information

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Customer Reviews

econ undergrad here, and I used this book for an econ course in my MBA program. material is well presented. the challenge, as far as I see it, is to write these kind of textbooks in a way that non-econ majors can understand and learn from them. they did that with this book.

I had to buy this for a class and it turned out to be an okay book. There are not enough examples with work being shown for my liking. Many problems display the problem and then explain how to

get the answer in words, but not with numbers. There is also page after page of text and very little practical application.

I loved how the authors conveyed the concepts to the reader in a style and manner that was very easy to understand for the reader. Although the book does not dive deep into either field of macroeconomics or microeconomics in depth, it covers all of the relevant topics of economics a manager may face in the future. This book so far has been the most well-written book I have rented for my MBA curriculum of all the books in all the courses I have taken up until now.

Renting Managerial Economics text book was delivered in record time and the book became a life saver and the material within the pages was still relative today as it was 10 years ago. I would recommend this product and many others from :) Best, Roy

One of the best books ever because it does not really need a professor to explain. It is well presented and explained. There are easy questions to practice and their solution on the back of the book. "Abdul"

Very confusing text. Needs editor to make sure all definitions are highlighted and cut back on much excessive verbiage. More examples needed.

It's a decent book for learning this subject. Economics is not my fave but this book helped dull the pain of learning it.

Great book with very good explanations and applied problems. Makes a lot more sense than other Macro Econ books.

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