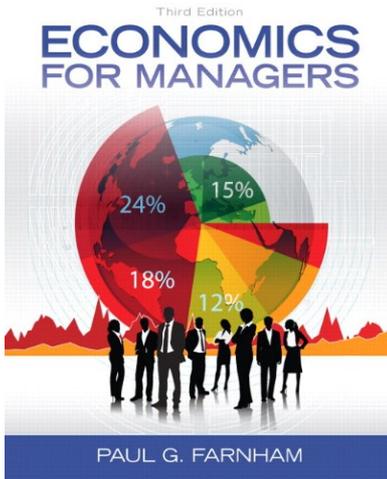


[PDF] Economics For Managers (3rd Edition)

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Books Details:

Title: Economics for Managers (3rd E
Author: Paul G. Farnham
Released:
Language:
Pages: 552
ISBN: 0132773708
ISBN13: 9780132773706
ASIN: 0132773708

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Description:

For students in the one-semester MBA Managerial Economics course. This book is also suitable for all readers interested in the field of managerial economics.

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Economics for Managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a **managerial decision-making perspective** in a framework that can be used in a single-semester course.

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To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions.¿ This is the only book that provides business students and

MBA students with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand.

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The third edition retains all the same core concepts and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student.

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Economics for Managers is taught in English and is based on extensive self-study activities, including reading of economic journals, magazines and newspapers (i.e. the Economist, WSJ, FT, etc.) as well as essay writing. This requires sufficient fluency in English. It is mandatory for students to also have basic knowledge in linear algebra (within the scope of the pre-semester course on Fundamentals in Mathematics). Course objectives and aims. Economics for Managers presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a managerial decision-making perspective in a framework that can be used in a single-semester course. To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions. Economics for Managers takes you inside a growing online retailer, an events ticket broker, a multinational publishing company, and other firms evaluating market demand, wrestling with pricing strategy, and looking to identify ways to differentiate themselves in the marketplace. You will learn to apply the fundamental concepts of economics to critical business decisions and powerful tools to compete successfully. Offered to incoming Harvard