

Managerial Economics Mark Hirschey

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the economic concepts presented in market leading fundamentals of managerial economics 9e international edition show you how to use common sense to understand business and solve managerial problems without calculus this innovative text helps you sharpen your economic intuition an invaluable skill that helps you as a future manager decide which products to produce costs to

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to accomplish your course goals use this study guide to enhance your understanding of the text content and to be better prepared for quizzes and tests this convenient manual helps you assimilate and master the information encountered in the text through the use of practice exercises and applications comprehensive review tools and additional helpful resources

the economic concepts presented in managerial economics show students how to use common sense to understand business and solve managerial problems this innovative text helps students sharpen their economic intuition with its unique integrative approach the text demonstrates that important business decisions are interdisciplinary illustrating how different functions work together a basic valuation model is constructed and used as the underlying economic model of the firm each topic is then related to an element of the value maximization model a process that shows how management integrates accounting finance marketing personnel and production functions the text also provides an intuitive guide to marginal analysis and basic economic relations

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the economic concepts presented in managerial economics show students how to use quantitative methods and economic analysis alongside common sense to better understand business and address managerial problems the text s unique integrative approach demonstrates that important business decisions are interdisciplinary and must involve collaboration between multiple business

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