



Managerial Economics & Business Strategy

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This ninth edition of Managerial Economics and Business Strategy has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success. By teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. This edition retains the emphasis on real-world examples and modern topics along with unique coverage found nowhere else: oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, principal-agent problems, raising rivals' costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms.

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Adam Tenasaputra says

Incredible succinct lessons on managerial economics. To those that went from a business undergrad into an MBA, some conceptual may be harder to understand, but to my fellow economists who have done economics during their undergraduate years, you will either find it enjoyable or annoying to find out semesters worth of classes overviewed in these chapters
