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managerial economics is an applied specialty of this branch. Macroeconomics deals with the performance, structure, and behavior of an economy as a whole. Managerial economics applies microeconomic theories and techniques to management decisions. It is more limited in scope as compared to microeconomics.

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Now in its fourth edition, Ivan Png's Managerial Economics has been extensively revised with : a completely new introductory chapter emphasizing decision-making and behavioral biases intensive application to current issues including the sub-prime financial crisis and global competition streamlined presentation focusing on the economics that managers need to know. As always, the text presents the key concepts of micro-economics intuitively, without requiring any sophisticated mathematics. Throughout, it emphasizes actual management application, and links to other functions

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including marketing and finance. The new fourth edition is updated with fresh up-to-date discussion questions from all over the world and enhanced with detailed instructor supplements. It is an ideal text for any course focusing on the practical application of micro-economic principles to management. Truly useful economics for managers. An accompanying website, featuring a wealth of supplementary material, is available at <http://www.comp.nus.edu.sg/~ipng/ed4.htm>

Now in its third edition, this highly readable, non-technical introduction to the essential microeconomic principles is perfect for business managers. The new edition retains its global focus and economic rigor, with an emphasis on the role of information in decision-making. The text has been extensively updated and rewritten to include new and recent cases and examples from a multitude of countries and economic systems, applied to managerial situations. Utilizing economic analysis to spotlight topics in accounting, finance, human resources, and marketing, Managerial Economics, 3e employs a simple, pedagogic model, providing the most up-to-date and relevant foundation in the field. Written for managers rather than economists Each chapter begins with a real-world mini-case. Chapters are reinforced with progress checks, review questions, and discussion questions New coverage of oligopoly, time value of money, behavioral economics, experience curve, R&D strategy, and more Uses mathematics only where necessary Extensive online resources are available at <http://www.comp.nus.edu.sg/~ipng/mecon.htm> including updates to the book, PowerPoint slides, an Instructor's Manual, and answers to discussion questions A wiki site at <http://manecon.pbwiki.com/> provides additional examples as well as contributions from readers and instructors

Managerial economics, meaning the application of economic methods in the managerial decision-making process, is a fundamental part of any business or management course. This textbook covers all the main aspects of managerial economics: the theory of the firm; demand theory and estimation; production and cost theory and estimation; market structure and pricing; game theory; investment analysis and government policy. It includes numerous and extensive case studies, as well as review questions and problem-solving sections at the end of each chapter. Nick Wilkinson adopts a user-friendly problem-solving approach which takes the reader in gradual steps from simple problems through increasingly difficult material to complex case studies, providing an understanding of how the relevant principles can be applied to real-life situations involving managerial decision-making. This book will be invaluable to business and economics students at both undergraduate and graduate levels who have a basic training in calculus and quantitative methods.

In today's highly competitive business environment, managers must be able to make increasingly more complex decisions. This book illustrates the central problems they face and provides the economic analysis needed to guide their decisions. This edition includes many revised applications and coverage of game theory, decision making under uncertainty, international topics, e-commerce, and the Internet. · Introduction to Economic Decision Making · Optimal Decisions Using Managerial Analysis · Demand Analysis and Optimal Pricing · Estimating Demand · Forecasting · Production · Cost Analysis · Decision Making Under Uncertainty · The Value of Information · Perfect Competition · Monopoly · Oligopoly · Game Theory and

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This is the first book of its kind to bring together the microeconomic insights on the functioning of non-profit organizations, complementing the wide range of books on the management of non-profit organizations by instead focusing on both theoretical and empirical work. Jegers begins by considering definitions of non-profit organizations before examining the economic rationale behind their existence, the demand for them and its implications on their functioning. The final chapters look at the economic idiosyncrasies of the non-profit organizations, focusing on the fields of strategic management, marketing, accounting and finance.

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