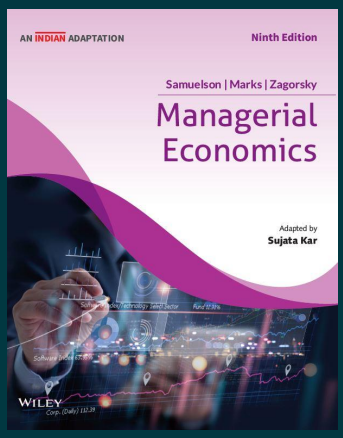
WILEY



Managerial Economics, 9ed (An Indian Adaptation)

By William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, Sujata Kar

Paperback 9789354640285 **₹1,050.00**

Description

Managerial Economics introduces undergraduates, MBAs, and executives to the complex decision problems today's managers face, providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment. Going beyond the traditional academic approach to teaching economic analysis, this comprehensive textbook describes how practicing managers use various economic methods in the real world.

About the Author

William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, Sujata Kar

William F. Samuelson is Professor of Economics and Finance at Boston University’s Questrom School of Business. He has published a variety of articles in leading economics and management science journals including The American Economic Review, The Quarterly Journal of Economics, Econometrica, The Journal of Finance

Table of Contents

1 Introduction to Economic Decision Making

- Seven Examples of Managerial Decisions
- Six Steps to Decision Making
- Private and Public Decisions: An Economic View
- Things to Come

Section I Decisions within Firms

2 Optimal Decisions Using Marginal Analysis

- A Simple Model
- Marginal Analysis
- Marginal Revenue and Marginal Cost
- Case Study—Demand, Cost

To purchase this product, please visit:
https://www.wileyindia.com/managerial-economics-9ed-an-indian-adaptation.html

Scan to buy