

Managerial Economics 12th Edition Mcguigan Moyer Harris

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Executive Economics - Shlomo Maital 2010-06-15

What do economists know that business executives find useful? Economics ought to be indispensable for business decision-makers because it deals with the issues executives face daily: what to produce, how and how much, at what price, how best to use resources (time, labor, capital), how to understand markets. Why, then, do managers often think that economists' theories are ivory-tower and impractical? Perhaps because most economics texts are mystifying, jargon-ridden, and written from every perspective except that of the line manager. In *Executive Economics: Ten Essential Tools for Managers*, Shlomo Maital brings economics down to earth, back to the hard day-to-day decisions that executives have to make. He shows how all decisions can be organized around two key questions: What is it worth? What must I give up to get it? Answering these questions depends upon finding and maintaining the right relation in the "triangle of profit" -- cost, price, and value. Each of *Executive Economics* ten chapters focuses on one or more legs of the triangle of profit, defines a decision tool, and illustrates how it can be used to improve the quality of executive decisions. Drawing on recent examples from both Fortune 500 firms and smaller companies, Maital

shows why economics main contribution is to deepen executives' understanding of the structure of their costs, and to explain why some of a business's highest expenses are those that never appear on a check stub or in a profit-and-loss statement. *Executive Economics* is written for executives, about executives, and by an author who has both taught executives at MIT's Sloan School of Management for over a decade and served as a consultant to small and large businesses. It is must reading for executives who need simple, effective decision-making tools to give them an edge in today's competitive global economy.

Design Recommendations for Intelligent Tutoring Systems - Robert Sottolare 2015-07-05

Design Recommendations for Intelligent Tutoring Systems (ITSs) explores the impact of intelligent tutoring system design on education and training. Specifically, this volume examines "Authoring Tools and Expert Modeling Techniques". The "Design Recommendations book series examines tools and methods to reduce the time and skill required to develop Intelligent Tutoring Systems with the goal of improving the Generalized Intelligent Framework for Tutoring (GIFT). GIFT is a modular, service-oriented architecture developed to capture simplified authoring techniques,

promote reuse and standardization of ITSs along with automated instructional techniques and effectiveness evaluation capabilities for adaptive tutoring tools and methods.

Economics for Managers - James R. McGuigan 2010-09-13

Packed with powerful examples from actual managers, *Economics For Managers*, teaches you how to think analytically and make better business decisions. Written by a seasoned and well-respected author team, *Economics For Managers* equips readers with the economic tools to avoid analytic pitfalls and become more effective managers. Drawing from more than 300 real-world applications, the authors illustrate how actual managers apply economic theories and techniques to solve real business problems. Current, comprehensive, and cutting edge, the text includes extensive coverage of the latest analytical tools in managerial economics, including game-theoretic tactics, information economics, and organizational architecture. It also offers exceptional coverage of international issues, including new material on China and India. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand.

Data Structures Using C++ - D. S. Malik 2009-07-31

Now in its second edition, D.S. Malik brings his proven approach to C++ programming to the CS2 course. Clearly written with the student in mind, this text focuses on Data Structures and includes advanced topics in C++ such as Linked Lists and the Standard Template Library (STL). The text features abundant visual diagrams, examples, and extended Programming Examples, all of which serve to illuminate difficult concepts. Complete programming code and clear display of syntax, explanation, and example are used throughout the text, and each chapter concludes with a robust exercise set. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics and Strategy - Jeffrey M. Perloff 2014

Intended primarily for Managerial Economics courses, this text also provides practical content to current and aspiring industry professionals. Economics is a powerful tool that can help managers to manage effectively. In *Managerial Economics* Jeffrey Perloff and James Brander use real-world issues and examples from actual markets to show future managers how economic principles can be used in business decisions. In text examples and boxed mini-cases use actual data to illustrate how to use basic models. For example, to illustrate rivalry in oligopolistic markets, the authors look at rivalry between United and American Airlines and between Coke and Pepsi. Mini-case examples include why American Apparel is vertically integrated and why upscale manufacturers limit the number of designer hand-bags a customer is allowed to buy. To help future managers learn to solve new problems, Perloff and Brander repeatedly demonstrate problem-solving through in-text Q&As. Each Q&A poses an important managerial or economic issue and demonstrates how to solve it using a step-by-step approach. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for ISBN-10: 0133457087/ ISBN-13: 9780133457087. That package includes: ISBN-10: 0321566440 / ISBN-13: 9780321566447 Managerial Economics ISBN-10: 013314612X / ISBN-13: 9780133146127 MyEconLab -- NEW MyEconLab with Pearson eText -- Standalone Access Card -- for Managerial Economics MyEconLab is not a self-paced technology and should only be purchased when required by an instructor.

The Legal Environment of Business: A Managerial Approach: Theory to Practice - Sean Melvin 2010-09-28

This textbook emphasizes bridging the gap between understanding legal doctrines that impact the business environment and how business owners and managers use legal insight to limit liability and manage risk. Its distinct approach focuses on using teaching features, simulations, case studies, examples, and case law that is accessible and engaging because it is specifically tailored for business students.

Managerial Economics and Strategy, Global Edition - Jeffrey M. Perloff 2018-02-28

For courses in Managerial Economics. A Problem-based Approach that Uses Modern Theories and Real-world Examples Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. The Second Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises.

CFA Program Curriculum 2020 Level I Volumes 1-6 Box Set - CFA Institute 2019-08-07

All CFA® Program exams through November 2021 will reflect the 2020 curriculum. Purchase your copy and begin studying for Level I now! The CFA® Program Curriculum 2020 Level I Box Set provides candidates and other motivated investment professionals with the official curriculum tested on the Level I CFA exam. This box set includes all the content Chartered Financial Analyst® candidates are expected to know for the Level I exam, including concise instruction on the 10 core topics covered in the Candidate Body of Knowledge (CBOK). Utilizing engaging visuals, cases, and examples to illustrate key concepts, this box set helps candidates apply what they learn in real-world investment scenarios. The CFA® Program Curriculum 2020 Level I Box Set offers: A comprehensive Learning Ecosystem designed to take you through the entire curriculum or help you focus on areas where you need additional study time. Practice questions to assist with your recall of key terms, concepts, and formulas. Mock exams to help you become accustomed to the pace and pressure of the real-world exam. Perfect for anyone considering the CFA® designation or currently preparing for a 2021 exam window, the 2020 Level I Box Set is a must-have resource for building basic skills required to become a

Chartered Financial Analyst®.
Official Register of the United States - 1839

Economic Development in Asia - John Malcolm Dowling 2004
ECONOMIC DEVELOPMENT IN ASIA explores factors that influence economic growth and development particularly from an Asian development perspective. Grounded firmly on theoretical foundations, it showcases the richness and variety of the Asian development experience through extensive coverage of individual country case studies, institutional developments, and challenges facing policy-makers in the region as well as in-depth discussions of existing empirical evidence. This book is specially tailored to meet the needs of social science students studying economic development in Asia. University students, educators and government policy makers will find the book particularly useful for understanding growth and development trends in the context of a rapidly globalizing world. With the rising tide of interest in Asian economies, the book will prove to be an invaluable for anyone seeking to better understand the process of growth and economic development in the region.

Managerial Economics: Applications, Strategy and Tactics - James R. McGuigan 2010-08-03

Packed with managerially oriented applications, MANAGERIAL ECONOMICS, 12th edition illustrates how managers apply theories and techniques to solve real-world problems while teaching future business leaders how to think analytically and make better decisions. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand. The new 12th edition is concise, current, and cutting edge with an exciting and extremely relevant new focus on green businesses and business developments in the examples and applications. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial

economics, such as game-theoretic tactics, information economics, and organizational architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics (GBTU) - D.N. Dwivedi

This book provides a complete and comprehensive coverage of the managerial economics syllabus of Gautam Buddh Technical University. It includes both, the basic microeconomics theories and some important aspects of macroeconomics including inflation, growth and business cycles. The subject matter is presented in a precise and lucid manner. Economic laws and theories have been explained and illustrated by applying graphical and algebraic tools of analysis and also illustrated with appropriate real life examples. Review questions have been provided at the end of each chapter for students to test their own understanding of managerial economics.

Fundamentals of Contemporary Financial Management - R. Charles Moyer 2006-03

This text is a streamlined text for basic financial management. It provides a brief introduction to financial management, incorporating shareholder wealth maximization and cash flow management focus, with emphasis on international financial management and ethical behavior of managers. In addition, the text provides many worked-out spreadsheet examples to provide an even greater applications approach to financial management.

Managerial Economics - THOMAS 2019-09-04

Thomas and Maurice's goal for Managerial Economics is to teach students the economic way of thinking about business decisions and strategy. The 13th edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing daily business operations as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. Approachable for students even without an economic background.

Economic and Financial Analysis for Criminal Justice

Organizations - Daniel Adrian Doss 2013-10-28

From small law offices to federal agencies, all entities within the justice

system are governed by complicated economic factors and face daily financial decision-making. A complement to Strategic Finance for Criminal Justice Organizations, this volume considers the justice system from a variety of economic and financial perspectives and introduces quantitative methods designed to improve the efficiency and effectiveness of organizations in both the non-profit and for-profit sectors. Using only a minimum of theory, Economic and Financial Analysis for Criminal Justice Organizations demonstrates how to make decisions in the justice system using multiple financial and economic models. Designed for readers with little knowledge of advanced mathematics, quantitative analysis, or spreadsheets, the book presents examples using straightforward, step-by-step processes with Excel and Linux Calc spreadsheet software. A variety of different types of decisions are considered, ranging from municipal bond issuance and valuation necessary for public revenues, pension planning, capital investment, determining the best use of monies toward construction projects, and other resource planning, allocation, and forecasting issues. From municipalities and police departments to for-profit prisons and security firms, the quantitative methods presented are designed to improve the efficiency and effectiveness of all organizations in the justice domain.

Trading Binary Options - Abe Cofnas 2016-06-22

A clear and practical guide to using binary options to speculate, hedge, and trade Trading Binary Options is a strategic primer on effectively navigating this fast-growing segment. With clear explanations and a practical perspective, this authoritative guide shows you how binaries work, the strategies that bring out their strengths, how to integrate them into your current strategies, and much more. This updated second edition includes new coverage of Cantor-Fitzgerald binaries, New York Stock Exchange binaries, and how to use binaries to hedge trading, along with expert insight on the markets in which binaries are available. Independent traders and investors will find useful guidance on speculating on price movements or hedging their stock portfolios using these simple, less complex options with potentially substantial impact. Binary options provide either a fixed payout or nothing at all. While it sounds simple

enough, using them effectively requires a more nuanced understanding of how, where, and why they work. This book provides the critical knowledge you need to utilize binary options to optimal effect. Learn hedging and trading strategies specific to binaries Choose the markets with best liquidity and lowest expenses Find the right broker for your particular binary options strategy Utilize binaries in conjunction with other strategies Popular in the over-the-counter market, binary options are frequently used to hedge or speculate on commodities, currencies, interest rates, and stock indices. They have become available to retail traders through the Chicago Board Options Exchange and the American Stock Exchange, as well as various online platforms, allowing you the opportunity to add yet another tool to your investing arsenal. Trading Binary Options is the essential resource for traders seeking clear guidance on these appealing options.

CFA Program Curriculum 2019 Level I Volumes 1-6 Box Set - CFA Institute 2018-08-27

Clear, concise instruction for all CFA Program Level I concepts and competencies for the 2019 exam The same official curricula that CFA Program candidates receive with program registration is now publicly available for purchase. CFA Program Curriculum 2019 Level I, Volumes 1-6 provides the complete Level I curriculum for the 2019 exam, delivering the Candidate Body of Knowledge (CBOK) with expert instruction on all 10 topic areas of the CFA Program. Fundamental concepts are explained in-depth with a heavily visual style, while cases and examples demonstrate how concepts apply in real-world scenarios. Coverage includes ethical and professional standards, quantitative analysis, economics, financial reporting and analysis, corporate finance, equities, fixed income, derivatives, alternative investments, and portfolio management, all organized into individual sessions with clearly defined Learning Outcome Statements. Charts, graphs, figures, diagrams, and financial statements illustrate concepts to facilitate retention, and practice questions provide the opportunity to gauge your understanding while reinforcing important concepts. Learning Outcome Statement checklists guide readers to important concepts to derive from the readings Embedded case studies

and examples throughout demonstrate practical application of concepts Figures, diagrams, and additional commentary make difficult concepts accessible Practice problems support learning and retention CFA Institute promotes the highest standards of ethics, education, and professional excellence among investment professionals. The CFA Program curriculum guides you through the breadth of knowledge required to uphold these standards.

Managerial Economics - Luke M. Froeb 2015-01-01

Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA learners like you. Froeb/McCann/Ward/Shor's MANAGERIAL ECONOMICS, 4E offers a succinct, fast-paced, yet challenging, approach full of invaluable insights from cover to cover. This edition incorporates less math and fewer technical models, graphs and figures than traditional managerial economics books while emphasizing the real decisions that today's managers face on a daily basis. Current, interactive applications place you in the roles of decision maker within a variety of real business scenarios, making this book an excellent ongoing resource for your business career. The latest updates throughout this lively edition keep you abreast of the most recent economic developments and current economic challenges worldwide. With MANAGERIAL ECONOMICS, 4E you learn how to apply economic theory to even the most formidable business challenges. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics - James R. McGuigan 1989

Preventing Tobacco Use Among Youth and Young Adults - United States. Public Health Service. Office of the Surgeon General 2012

This Surgeon General's report details the causes and the consequences of tobacco use among youth and young adults by focusing on the social, environmental, advertising, and marketing influences that encourage youth and young adults to initiate and sustain tobacco use. This is the first time tobacco data on young adults as a discrete population have been

explored in detail. The report also highlights successful strategies to prevent young people from using tobacco

E-commerce - Kenneth C. Laudon 2015

This text emphasizes the three major driving forces behind e-commerce: technological change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.

Loose-Leaf for Managerial Economics - S. Charles Maurice 2019-09-10

Short-Term Assessment of Risk and Treatability (START) - Christopher D. Webster 2004

2022 CFA Program Curriculum Level I Box Set - CFA Institute 2021-05-04

Prepare for success on the 2022 CFA Level I exam with the latest official CFA® Program Curriculum. The 2022 CFA Program Curriculum Level I Box Set contains all the material you need to succeed on the Level I CFA exam in 2022. This set includes the full official curriculum for Level I and is part of the larger CFA Candidate Body of Knowledge (CBOK). Highly visual and intuitively organized, this box set allows you to: Learn from financial thought leaders. Access market-relevant instruction. Gain critical knowledge and skills. The set also includes practice questions to assist with your recall of key terms, concepts, and formulas. Perfect for anyone preparing for the 2022 Level I CFA exam, the 2022 CFA Program Curriculum Level I Box Set is a must-have resource for those seeking the foundational skills required to become a Chartered Financial Analyst®.

Tactics Time 2 - Tim Brennan 2015-02-07

Tactics Time 2 presents 1001 fresh and instructive positions that Tim and Anthea have assembled from real amateur chess games, leaving you able to spot relatively simple patterns like a knight fork, an overloaded piece or a weak back rank.

CFA Program Curriculum 2020 Level II Volumes 1-6 Box Set - CFA Institute 2019-08-12

Master the practical aspects of the CFA Program curriculum with expert instruction for the 2020 exam The same official curricula that CFA Program candidates receive with program registration is now publicly

available for purchase. CFA Program Curriculum 2020 Level II, Volumes 1-6 provides the complete Level II curriculum for the 2020 exam, with practical instruction on the Candidate Body of Knowledge (CBOK) and how it is applied, including expert guidance on incorporating concepts into practice. Level II focuses on complex analysis with an emphasis on asset valuation, and is designed to help you use investment concepts appropriately in situations analysts commonly face. Coverage includes ethical and professional standards, quantitative analysis, economics, financial reporting and analysis, corporate finance, equities, fixed income, derivatives, alternative investments, and portfolio management organized into individual study sessions with clearly defined Learning Outcome Statements. Charts, graphs, figures, diagrams, and financial statements illustrate complex concepts to facilitate retention, and practice questions with answers allow you to gauge your understanding while reinforcing important concepts. While Level I introduced you to basic foundational investment skills, Level II requires more complex techniques and a strong grasp of valuation methods. This set dives deep into practical application, explaining complex topics to help you understand and retain critical concepts and processes. Incorporate analysis skills into case evaluations Master complex calculations and quantitative techniques Understand the international standards used for valuation and analysis Gauge your skills and understanding against each Learning Outcome Statement CFA Institute promotes the highest standards of ethics, education, and professional excellence among investment professionals. The CFA Program curriculum guides you through the breadth of knowledge required to uphold these standards. The three levels of the program build on each other. Level I provides foundational knowledge and teaches the use of investment tools; Level II focuses on application of concepts and analysis, particularly in the valuation of assets; and Level III builds toward synthesis across topics with an emphasis on portfolio management.

Managerial Economics: Applications, Strategies and Tactics - James R. McGuigan 2013-06-03

By illustrating how effective managers apply economic theory and techniques to solve real-world problems, MANAGERIAL ECONOMICS 13E

helps future business leaders learn to think analytically and make better decisions. As always, the seasoned author team balances a solid foundation of traditional microeconomic theory with extensive exploration of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational architecture. This new edition is concise, comprehensive, and current with cutting-edge coverage of important management topics relevant to today's students, including an exciting focus on green business and environmentally friendly practices and products. Available with InfoTrac Student Collections <http://goengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics - Nick Wilkinson 2005-05-05

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.

Personnel Economics in Practice - Edward P. Lazear 2014-11-03
Personnel Economics in Practice, 3rd Edition by Edward Lazear and Michael Gibbs gives readers a rigorous framework for understanding organizational design and the management of employees. Economics has proven to be a powerful approach in the changing study of organizations and human resources by adding rigor and structure and clarifying many

important issues. Not only will readers learn and apply ideas from microeconomics, they will also learn principles that will be valuable in their future careers.

Rethinking Law and Development - Guanghua Yu 2013

This book examines the relationship between law and China's economic and human development. It explores the development of the Chinese legal system both from China's historical perspective considering the specific political and socioeconomic factors that are shaping Chinese law and from a comparative perspective, exploring the interaction between China and the rest of the world. It considers the both the linkages between the formal law and China's economic development, and issues of law, human rights, and social justice as they relate to economic and human development.

The Illio - 1911

Syracuse Journal of International Law and Commerce - 2012

Managerial Economics - Thomas J. Webster 2003-07-30

Managerial economics is the application of economic theory and quantitative methods (mathematics and statistics) to the managerial decision-making process. This book contains a chapter on game theory and on the time value of money and capital budgeting. It is intended for students with limited prior training in economics and quantitative methods.

Contemporary Financial Management - R. Charles Moyer 2014-01-01

Provide a description about the book that does not include any references to package elements. This description will provide a description where the core, text-only product or an eBook is sold. Please remember to fill out the variations section on the PMI with the book only information. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics, 8th Edition - Dwivedi D.N.

This well-known book on the subject has stood the test of time for the last 35 years because of the quality of presentation of its text. It has become

students' favourite as it provides the latest theories, thoughts and applications on the subject with timely revisions to stay up-to-date all the time. Since its first edition, it has provided complete, comprehensive and authentic text on micro and macro aspects of managerial economics. It has now been revised thoroughly with added interpretations of economic theories and concepts and their application to managerial decisions. NEW IN THE EIGHTH EDITION • Summary at the end of each chapter for quick recap • One complete new chapter; several new sections Some New Important Sections • 'Derivation of Demand Curve with Changing Marginal Utility of Money', and 'Why Demand Curve Slopes Downward to Right' • 'Expansion Path of Production' and 'Equilibrium of Multi-plant Monopoly' • 'Theory of Interest Rate Determination' and 'Monetary Sector Equilibrium' • 'Current Foreign Trade Policy of India' and 'Current Role of the IMF' • 'Monetary Policy' and 'Current Scenario of CSR in India'

Managerial Economics and Business Strategy - Michael Baye 2002-06

Blends tools from intermediate microeconomics, game theory, and industrial organization for a managerial economics text. This fourth edition offers a balanced coverage of traditional and modern topics.

Managerial Economics - Donald N. Stengel 2011-06-30

Economic principles inform good business decision making. Although economics is sometimes dismissed as a discourse of practical relevance to only a relatively small circle of academicians and policy analysts who call themselves economists, sound economic reasoning benefits any manager of a business, whether they are involved with production/operations, marketing, finance, or corporate strategy. Along with enhancing decision making, the field of economics provides a common language and framework for comprehending and communicating phenomena that occur within a business, as well as between a business and its environment. This text addresses the core of a subject commonly called managerial economics, which is the application of microeconomics to business decisions. Key relationships between price, quantity, cost, revenue, and profit for an individual firm are presented in form of simple conceptual models. The text includes key elements from the economics of

consumer demand and the economics of production. The book discusses economic motivations for expanding a business and contributions from economics for improved organization of large firms. Market price quantity equilibrium, competitive behavior, and the role of market structure on market equilibrium and competition are addressed. Finally, the text considers market regulation in terms of the generic problems that create the need for regulation and possible remedies for those problems. Although the academic literature of managerial economics often employs abstract mathematics and large corporations create and use sophisticated mathematical models that apply economics, this book focuses on concepts, terminology, and principles, with minimal use of mathematics. The reader will gain a better understanding of why businesses and markets function as they do and how those institutions can function better.

Introduction to Management Science with Spreadsheets - William J. Stevenson 2007

This text combines the market leading writing and presentation skills of Bill Stevenson with integrated, thorough, Excel modeling from Ceyhun Ozgur. Professor Ozgur teaches Management Science, Operations, and Statistics using Excel, at the undergrad and MBA levels at Valparaiso University --and Ozgur developed and tested all examples, problems and cases with his students. The authors have written this text for students who have no significant mathematics training and only the most elementary experience with Excel.

The Great Reversal - Thomas Philippon 2019

American markets, once a model for the world, are giving up on competition. Thomas Philippon blames the unchecked efforts of corporate lobbyists. Instead of earning profits by investing and innovating, powerful firms use political pressure to secure their advantages. The result is less efficient markets, leading to higher prices and lower wages.

Managerial Economics - James R. McGuigan 2005

With its emphasis on real world, manager-oriented applications, this text shows students how managers apply theories and techniques to analyse and solve real-world business problems.