

# Managerial Economics Mark Hirschey

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the economic concepts presented in managerial economics show students how to use common sense to understand business and solve managerial problems this innovative text

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the eleventh edition of this market leading text continues its tradition of providing a solid foundation of economic understanding for use in managerial decision making it offers a practical treatment of economic theory and analysis in an intuitive calculus based format its focus is on presenting those aspects of economic theory and analysis that are most relevant to students of business administration and a wide variety of examples and simple numerical problems are used to illustrate the application of managerial economics to a vast assortment of practical situations the nature of the decision process and the role that economic analysis plays in that process are emphasized throughout this major revision is designed to maximize accessibility for a student audience with little or no background in economics and no previous training in calculus

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 functions including updated real company cases and examples the 15th edition of this text demonstrates how economic concepts and tools can be applied to real organisations and management situations

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