

# Managerial Economics Mark Hirschey

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the economic concepts presented in market leading fundamentals of managerial economics 9e international edition show you how to use common sense to understand business and solve managerial problems without calculus this innovative text helps you sharpen your economic intuition an invaluable skill that helps you as a future manager decide which products to produce costs to consider and prices to charge as well as the best hiring policy and the most effective style of organization with its unique integrative approach the text demonstrates that important business decisions are interdisciplinary illustrating how different functions work together a basic valuation model is constructed and used as the underlying economic model of the firm each topic is then related to an element of the value maximization model a process that shows how management integrates accounting finance marketing personnel and production functions the text also provides an intuitive guide to marginal analysis and basic economic relations once you understand the importance of marginal revenue and marginal costs the process of economic optimization becomes intuitively obvious a wide variety of examples and simple numerical problems vividly illustrate the application of managerial economics to a vast assortment of practical situations fundamentals of managerial economics 9e international edition teaches you to more effectively collect organize and analyze information giving you powerful tools that can help you become more successful and satisfied in your career

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 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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