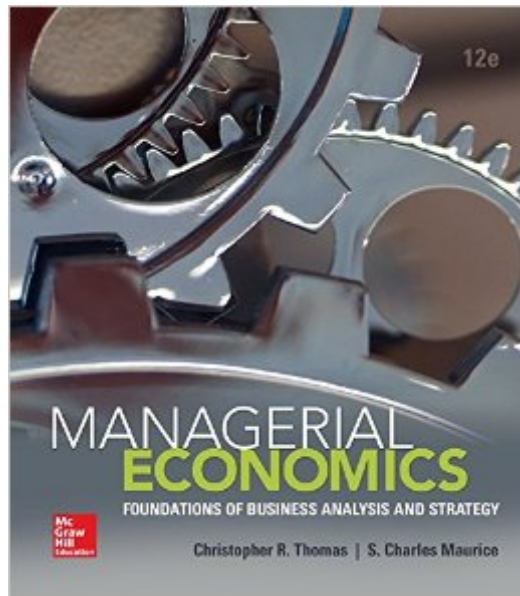


The book was found

Managerial Economics (The Mcgraw-Hill Economics Series)



Synopsis

The goal of Thomas and Maurice's Managerial Economics is to teach students the economic way of thinking about business decision and strategy. This edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing the daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. Managerial Economics is a self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 12th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

Book Information

Series: The McGraw-Hill Economics Series

Hardcover: 736 pages

Publisher: McGraw-Hill Education; 12 edition (September 22, 2015)

Language: English

ISBN-10: 0078021901

ISBN-13: 978-0078021909

Product Dimensions: 1.2 x 8.2 x 9.5 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #76,967 in Books (See Top 100 in Books) #67 inÂ Books > Textbooks >

Business & Finance > Economics > Microeconomics #88 inÂ Books > Business & Money >

Economics > Microeconomics

Customer Reviews

I learned so much from this textbook. I recommend it to professors everywhere. This book features practical applications and review topics as a plus.

[Download to continue reading...](#)

Managerial Economics: Foundations of Business Analysis and Strategy (The McGraw-Hill Economics Series) Managerial Economics (The McGraw-Hill Economics Series) Managerial

Economics & Business Strategy (Mcgraw-Hill Economics) Managerial Economics & Business Strategy, 8th edition (Mcgraw-Hill Economics) Principles of Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate) (McGraw-Hill/Irwin Series in Finance, Insurance and Real Estate (Hardcover)) McGraw-Hill's National Electrical Code 2014 Handbook, 28th Edition (McGraw Hill's National Electrical Code Handbook) McGraw-Hill Education 5 TEAS Practice Tests, 2nd Edition (Mcgraw Hill's 5 Teas Practice Tests) McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education SAT 2017 Edition (Mcgraw Hill's Sat) McGraw-Hill's SAT Subject Test: Biology E/M, 2/E (McGraw-Hill's SAT Biology E/M) McGraw-Hill Education LSAT 2016 (McGraw-Hill's LSAT) McGraw-Hill Education LSAT 2017 (McGraw-Hill's LSAT) McGraw-Hill Education 500 MAT Questions to Know by Test Day (McGraw-Hill's 500 Questions) McGraw-Hill's ASVAB Basic Training for the AFQT, Second Edition (McGraw-Hill's ASVAB Basic Training for the Afqt (Armed Forces) McGraw-Hill Education 500 Financial Accounting and Reporting Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Business Environment and Concepts Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill Education 500 Regulation Questions for the CPA Exam (McGraw-Hill's 500 Questions) McGraw-Hill's Praxis I and II, Third Edition (McGraw-Hill's Praxis I & II) McGraw-Hill Education: Top 50 ACT Math Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education SAT Subject Test Literature 3rd Ed. (Mcgraw-Hill's Sat Subject Test Literature)

[Dmca](#)