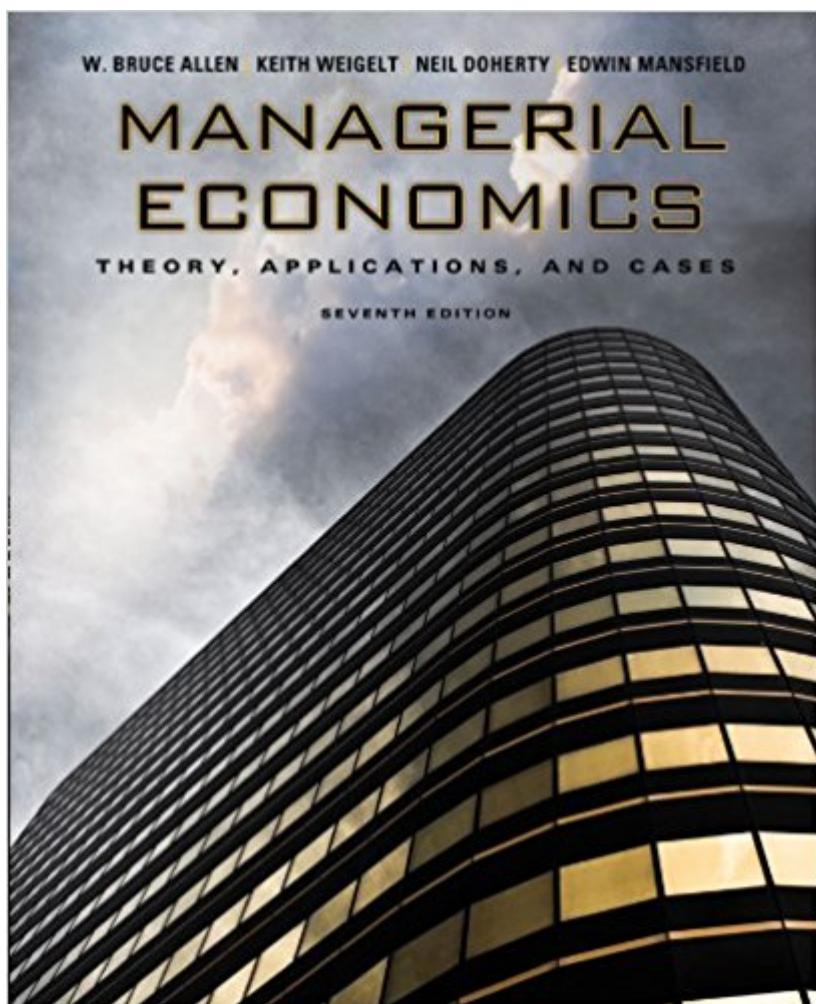


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# Managerial Economics: Theory, Applications, And Cases (Seventh Edition)



## **Synopsis**

In today's managerial world, it's critical that students learn how to make strategic economic decisions. The seventh edition of Managerial Economics is the most current text available, encouraging students to see beyond the equations and graphs to the general precepts, such as marginal analysis and backward induction. Its new content draws on dozens of contemporary case studies, inviting students to apply problem-solving skills and to reflect on real-world economic decisions.

## **Book Information**

Hardcover: 704 pages

Publisher: W. W. Norton & Company; 7 edition (March 20, 2009)

Language: English

ISBN-10: 0393932249

ISBN-13: 978-0393932249

Product Dimensions: 7.8 x 1.3 x 9.6 inches

Shipping Weight: 2.7 pounds

Average Customer Review: 3.9 out of 5 stars 28 customer reviews

Best Sellers Rank: #339,779 in Books (See Top 100 in Books) #157 in Books > Textbooks > Business & Finance > Economics > Economic Theory #288 in Books > Textbooks > Business & Finance > Economics > Microeconomics #464 in Books > Business & Money > Economics > Microeconomics

## **Customer Reviews**

W. Bruce Allen (Ph.D., Economics, Northwestern University) is Professor of Business and Public Policy at the Wharton School of Business, the University of Pennsylvania. For many years he was the Vice Dean and Director of the Wharton Graduate Division. He is an internationally recognized expert in transportation economics, and he specializes in demand theory and logistics. In addition to his duties at Wharton, Professor Allen teaches each summer in India and consults for numerous companies domestically and abroad. He has won a number of teaching awards, including the coveted Anvil Award, the highest teaching honor at Wharton since it is voted on by the students. Keith Weigelt (Ph.D., Economics, Northwestern University) is the Rebecca and Morris Marks Professor of Management at the Wharton School of Business, the University of Pennsylvania. He is an internationally recognized expert in business strategy, game theory, and tournaments, with articles published in the following leading journals: *Journal of Political Economy*,

Econometrica, American Economic Review, Quarterly Journal of Economics, Journal of Business, and Management Science. Professor Weigelt has won numerous teaching awards, most recently the Undergraduate Division Excellence in Teaching Award and the "Tough, but I will thank you in 5 years" Award. Neil A. Doherty (Ph.D. Cranfield Institute) is the Frederick H. Ecker Professor of Insurance and Risk Management at the Wharton School of Business, the University of Pennsylvania. He is an internationally recognized expert in corporate risk management, and is the author of Integrated Risk Management (McGraw-Hill, 2000). Professor Doherty has also won numerous teaching awards. The late Edwin Mansfield was for many years a distinguished professor of economics at the University of Pennsylvania. He was an internationally recognized expert in the economics of technology and industrial organization. His numerous texts, all published by W.W. Norton, have sold millions of copies around the world. In 1979, when Sino-American scientific agreements were finally reached, Mansfield was the first American economist to lecture in the People's Republic of China.

Chapter summaries would be useful, but that apparently wasn't considered when writing the textbook. So you are either stuck with your notes, or wading through pages of text for the axioms you need to remember. However this textbook is not as overly verbose as most modern textbooks and the organization of the e-book is very helpful.

I'd give this a quarter of a star if I could. Easily the worst textbook I've ever come across. This textbook does a horrible job explaining concepts and muddles explanations and examples. The author should be ashamed.

For a class I was supposed to have the 7th edition of this book. The text is mostly the same, but very few of the work problems were the same, so I had to always borrow books from classmates or have them send me the questions. There's nothing wrong with the book, but just know that if you are in the situation I was in, you won't be able to get all your problems from this book.

Very inexpensive as far as textbooks go. The class was tough but I made it through!

Received in good condition. Happy with my purchase.

An used book, the quality is not very good. But concerning the price, it is fine. I recommended it. But

the delivery time is a little too long. I hope it can be improved in the future.

Great quality. The book seemed brand new. It was clean, all pages where there. No writing or anything on the pages. No tears or wears!

Good book for school

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