

Test Bank Managerial Economics 8th Edition

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the new edition of the best selling managerial economics textbook extensively updated to reflect current examples data and research now in its tenth edition managerial economics introduces the complex decision problems facing today s

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truett and truett s eighth edition shows how to use economic analysis to solve problems and make effective decisions in the complex world of business the highly successful problem solving approach clear and accurate presentation of economic

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this text uses the theory of the firm as the unifying theme to examine the managerial decision process it introduces a global view into managerial economics to reflect the internationalization of tastes production and distribution in the globalizing world and goes on to introduce many topics and managerial tools into the study of managerial economics such as firm architecture strategic behaviour business ethics electronic commerce risk management international economies of scale the virtual corporation re engineering benchmarking the learning organization and the digital factory the book shows how managerial decisions are actually made with relevant real world case applications and integrative case studies

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