

Test Bank Managerial Economics Salvatore 7th Edition

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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 theory and outstanding cases combine to make the best presentation of managerial economics yet walks readers step by step through specific types of problems including elasticity calculations cost minimization and profit maximization shows how real world firms have addressed issues discussed in the book emphasizes the global aspects of managerial economics and its application in the international marketplace

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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