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managerial economics introduces undergraduates mbas and executives to the complex decision problems today s managers face providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment going beyond the traditional academic approach to teaching economic analysis this comprehensive textbook describes how practicing managers use various economic methods in the real world each chapter opens with a central managerial problem challenging readers to consider and evaluate possible choices and concludes by reviewing and analyzing the decision through the lens of the concepts introduced in the chapter extensively updated throughout this international adaptation makes use of new central managerial problems and case studies from across the world to discuss the foundational principles of managerial economics illustrate key concepts and strengthen students critical thinking skills favoring practical skills development over complicated theoretical discussion the book includes mini problems and spreadsheet problems that reinforce students quantitative understanding without overwhelming them with an excessive amount of mathematics

applied international economics 5th edition offers a modern and accessible treatment of international economics shifting the emphasis from pure theory to the application of theory by using the standard tools of economic analysis this new and streamlined edition makes the real world application of international economics even more clear than previous editions and focuses on the basics that students will need in order to analyze information on the world economy throughout their future careers the new edition has been refocused revised and thoroughly updated key features include expanded coverage of china s role in the

world economy new material on how changes in trade flows can be decomposed into the extensive and intensive margins of trade new material on the use of section 301 of u s trade law and the u s china trade dispute updated coverage of brexit a new focus on the sole use of the mundell fleming model to analyze balance of payments issues improved linkages between the concepts of purchasing power parity and the real exchange rate written in a thorough and engaging style the book covers topics at a level appropriate for students specializing in business or international relations as well as economics students along with a wealth of case studies and real life examples the book offers extensive pedagogical tools that include a companion website end of chapter summaries and explanations of key concepts and terms for instructors powerpoint presentations and an extensive test bank are available

statistics for business and economics is a comprehensive textbook on statistics that caters to the needs of students doing a course of any level in the subject as consumers and future managers students are introduced to a range of data collection and analysis methods that enable them to evaluate such data and analyse them to reach well informed decisions in various business settings the thorough and exhaustive text supplemented by a large number of solved examples provides a firm grounding in the basics of statistics the step by step explanations and the logical progression of subject topics go a long way in simplifying the various concepts methods and problem solving processes comprising the subject the book exposes the entire subject matter in a manner that aids easy comprehension and the basic learning of the subject even by those who have not studied it earlier a large number of questions and exercises at the end of each chapter provide ample scope for practice and application of methods discussed in the book solutions to problems are provided in the cd that accompanies the book the book is useful for students of management economics and commerce in which statistics is a core paper in almost all universities it is also useful for those preparing for various competitive exams

economics as intellectual discourse is not a settled body of principles it is a heterogeneous discipline with numerous traditions each based on a cluster of theories ekelund and hebert experienced researchers and educators balance continuity and consensus in the evolution of economic theory with alternative points of view about the nature scope and method of economic inquiry their creative approach gives readers a feel for the thought processes of the great minds in economics and underscores key ideas impacting contemporary thought and practice building on the solid foundation of previous editions the fifth edition of a history of economic theory and method presents an updated and expanded examination of the essential theoretical elements of an economy and the numerous institutions that affect market behavior beginning with the ancient greeks and ending with the late twentieth century it features an in depth interpretation of the transition from classical to neoclassical economic thought exposes some of the dissident voices raised against classical economic orthodoxy discusses game theory takes a close look at the origins of traditional microeconomics avoids highly technical or graphically complicated material and examines the advantages and disadvantages of economics achieving a scientific status applying mathematical and statistical techniques in economic inquiry chapters contain boxed material that enrich touchstone ideas or mark procedural disagreements and alternative approaches to economics

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