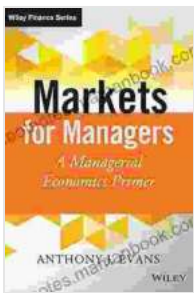


Managerial Economics: A Primer - The Wiley Finance Series

Managerial economics is the application of economic theory and methods to business decision-making. It helps managers understand how economic forces affect their businesses and how to make decisions that will maximize profits.



Markets for Managers: A Managerial Economics Primer (The Wiley Finance Series) by Anthony J. Evans

★★★★☆ 4 out of 5

Language : English
File size : 818 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 254 pages
Lending : Enabled



This book provides a comprehensive overview of the field of managerial economics. It covers a wide range of topics, including:

* Demand analysis * Production and cost analysis * Market structure and pricing * Game theory

The book is written in a clear and concise style, and it is packed with examples and exercises that help students understand the concepts. It is

an essential resource for any student or manager who wants to learn more about managerial economics.

Demand Analysis

Demand analysis is the study of how consumers make decisions about what to buy. It is a key component of managerial economics, as it helps managers understand how to set prices and market their products.

The book covers a wide range of topics in demand analysis, including:

* The law of demand * Elasticity * Consumer behavior * Market research

The book also provides a number of case studies that show how demand analysis can be used to make real-world business decisions.

Production and Cost Analysis

Production and cost analysis is the study of how firms produce goods and services. It is a key component of managerial economics, as it helps managers understand how to minimize costs and maximize profits.

The book covers a wide range of topics in production and cost analysis, including:

* Production functions * Cost curves * Economies of scale * Make-or-buy decisions

The book also provides a number of case studies that show how production and cost analysis can be used to make real-world business decisions.

Market Structure and Pricing

Market structure and pricing is the study of how firms interact in different market environments. It is a key component of managerial economics, as it helps managers understand how to set prices and compete with rivals.

The book covers a wide range of topics in market structure and pricing, including:

* Perfect competition * Monopoly * Oligopoly * Monopolistic competition

The book also provides a number of case studies that show how market structure and pricing can be used to make real-world business decisions.

Game Theory

Game theory is the study of how individuals and firms make decisions in situations where their choices affect the outcomes of others. It is a key component of managerial economics, as it helps managers understand how to make decisions in competitive environments.

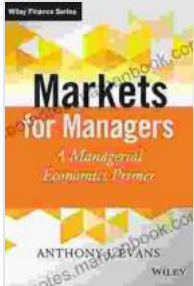
The book covers a wide range of topics in game theory, including:

* Non-cooperative games * Cooperative games * Auctions * Bargaining

The book also provides a number of case studies that show how game theory can be used to make real-world business decisions.

Managerial economics is a powerful tool that can help managers make better decisions. This book provides a comprehensive overview of the field, covering a wide range of topics that are essential for any business manager.

Whether you are a student or a manager, this book is a valuable resource that will help you understand the economic forces that affect your business and make better decisions that will maximize profits.



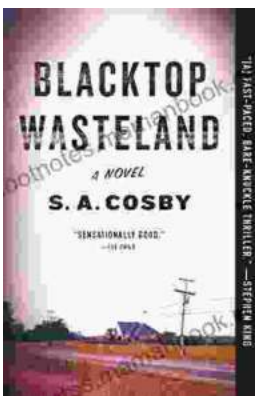
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