Study Guide to Accompany Managerial Economics. 3rd Edition

Description: The Study Guide to Accompany Managerial Economics, Third Edition provides students with the homework drill necessary to fully understand and apply concepts covered in the textbook. It contains multiple-choice questions to guide students through a thorough development of crucial graphing and algebraic skills, and builds the student vocabulary needed to succeed in the subject. Fully explicated solutions are provided for each question. Extensive online resources are available including updates to the book, PowerPoint slides, an Instructor's Manual, and answers to discussion questions.

Now in its third edition, Managerial Economics is a non-technical introduction to the essential microeconomic principles needed by business managers. Retaining the global focus and economic rigor found in previous editions, it has been extensively updated and rewritten to include new and recent cases and examples from a multitude of countries and economic systems, applied to managerial situations.

Contents:

1. Introduction to Managerial Economics

Part I: Competitive Markets:
2. Demand.
3. Elasticity.
4. Supply.
5. Competitive Markets.

Part II: Market Power:
7. Costs.
8. Monopoly.
10. Strategic Thinking.
11. Oligopoly.

Part III: Imperfect Markets:
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