

Managerial Economics 11th Edition Instructor Edition

This 7th edition offers a wealth of new examples and hot topics, such as genetically modified organisms and the cost effectiveness of new transportation fuels. The international edition also considers environmental problems and policies in Western Europe, China and the developing nations.

This second edition of a successful textbook builds on the solid grounding of the previous edition and its introduction of the key pillars of game theory into managerial decision-making. Taking an international perspective, the book reflects cutting edge developments in economics such as behavioural economics and auction theory and shows how these can be applied in the workplace.

Discover how to use managerial economics to both diagnose and solve business problems with this breakthrough text, designed specifically for MBA learners like you. Froeb/McCann/Ward/Shor's MANAGERIAL ECONOMICS, 4E offers a succinct, fast-paced, yet challenging, approach full of invaluable insights from cover to cover. This edition incorporates less math and fewer technical models, graphs and figures than traditional managerial economics books while emphasizing the real decisions that today's managers face on a daily basis. Current, interactive applications place you in the roles of decision maker within a variety of real business scenarios, making this book an excellent ongoing resource for your business career. The latest updates throughout this lively edition keep you abreast of the most recent economic developments and current economic challenges worldwide. With MANAGERIAL ECONOMICS, 4E you learn how to apply economic theory to even the most formidable business challenges. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Environmental and Natural Resource Economics

International Economics

Statistics for Business and Economics

A Problem-Solving Approach

Foundations of Business Analysis and Strategy

Intended primarily for Managerial Economics courses, this text also provides practical content to current and aspiring industry professionals. Economics is a powerful tool that can help managers to manage effectively. In Managerial Economics Jeffrey Perloff and James Brander use real-world issues and examples from actual markets to show future managers how economic principles can be used in business decisions. In text examples and boxed mini-cases use actual data to illustrate how to use basic models. For example, to illustrate rivalry in oligopolistic markets, the authors look at rivalry between United and American Airlines and between Coke and Pepsi. Mini-case examples include why American Apparel is vertically integrated and why upscale manufacturers limit the number of designer hand-bags a customer is allowed to buy. To help future managers learn to solve new problems, Perloff and Brander repeatedly demonstrate problem-solving through in-text Q&As. Each Q&A poses an important managerial or economic issue and demonstrates how to solve it using a step-by-step approach. Note: You are purchasing a standalone product. MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for ISBN-10: 0133457087/ ISBN-13: 9780133457087. That package includes: ISBN-10: 0321566440 / ISBN-13: 9780321566447 Managerial Economics ISBN-10: 013314612X / ISBN-13: 9780133146127 MyEconLab -- NEW MyEconLab with Pearson eText -- Standalone Access Card -- for Managerial Economics MyEconLab is not a self-paced technology and should only be purchased when required by an instructor.

Reflecting the highly globalized nature of tastes, production, labor markets, and financial markets in today's world, Managerial Economics in a Global Economy, Seventh Edition, is ideal for undergraduate and MBA courses in managerial economics. Thoroughly adopting a global perspective, it synthesizes economic theory, decision science, and business administration studies, examining how they interact as a firm strives to reach optimal profitability and efficiency in the face of modern constraints. FEATURES: * Integrates examples, data, and theories on the international ramifications of managerial decisions into the entire text, rather than segregating the material in a separate chapter * Demonstrates how firms actually reach managerial decisions with 122 real-world case studies and 11 more extensive integrating studies, along with additional case studies and applications on the Companion Website * Prominently features those tools of decision making and applications on the Companion Website * Introduces many new and exciting topics, including firm architecture, firm governance, and business ethics; Porter's strategic framework and the evolution of the creative firm; electronic commerce and risk management; and more * Offers instructors maximum flexibility with a modular structure that is suitable for both full-term and briefer courses, and can be used with or without calculus NEW TO THIS EDITION: * Extensive revisions to every chapter that consider the consequences and lessons of the 2008 global financial crisis * A new Chapter 2: Demand, Supply, and Equilibrium Analysis, to refresh students on relevant principles of economic analysis * Expanded coverage of spreadsheets and Microsoft Excel, including new appendices and spreadsheet-based problems in every chapter * Nearly 80 new or completely updated case studies and 5 new integrating case studies * An updated and expanded Companion Website at www.oup.com/us/salvatore featuring student resources: an online study guide, an extra chapter on linear programming, and additional case studies * An extensive instructor ancillary package, including online resources, making this text the perfect choice for lecture-based, online, or hybrid managerial economics courses

Now in its fourth edition, Ivan Png's Managerial Economics has been extensively revised with ** A completely new introductory chapter emphasizing decision-making and behavioral biases, ** Intensive application to current issues including the sub-prime financial crisis and global competition, as well as ** Streamlined presentation focusing on the economics that managers need to know. As always, the text presents the key concepts of micro-economics intuitively, without requiring any sophisticated mathematics. Throughout, it emphasizes actual management application, and links to other functions including marketing and finance. The new fourth edition is updated with fresh up-to-date discussion questions from all over the world and enhanced with detailed instructor supplements. It is an ideal text for any course focusing on the practical application of micro-economic principles to management.

商务与经济统计

Managerial Economics, Second Edition

An Insider ' s Perspective

Teaching School Subjects 11-19

Applied Statistics for Business and Economics

Managerial economics, meaning the application of economic methods in the managerial decision-making process, is a fundamental part of any business or management course. This textbook covers all the main aspects of managerial economics: the theory of the firm; demand theory and estimation; production and cost theory and estimation; market structure and pricing; game theory; investment analysis and government policy. It includes numerous and extensive case studies, as well as review questions and problem-solving sections at the end of each chapter. Nick Wilkinson adopts a user-friendly problem-solving approach which takes the reader in gradual steps from simple problems through increasingly difficult material to complex case studies, providing an understanding of how the relevant principles can be applied to real-life situations involving managerial decision-making. This book will be invaluable to business and economics students at both undergraduate and graduate levels who have a basic training in calculus and quantitative methods.

This book is for newly qualified teachers and PGCE students of business education and economics. It covers the training standards for NQTS but goes beyond this with a focus on the subject expertise they bring into teaching.

A user-friendly problem-solving approach to managerial economics, with a focus on the transformative effects of the digital revolution.

Instructor's Solutions Manual for Statistics for Management and Economics, Seventh Edition

ISE Essentials of Economics

Applied Calculus for Business, Economics, and the Social and Life Sciences, Expanded Edition

Managerial Economics & Business Strategy

Essentials of Statistics for Business and Economics

Given the emergence of sustainability as the defining issue of our time, it is essential for university graduates, and especially business and economics students, to have a fundamental grasp of the key issues in this emerging multidisciplinary field of study. Nemetz provides a comprehensive, detailed overview of the interlinked economic and ecological concepts central to this new discipline. Accompanying the introduction of the underlying theory is a broad array of real-world supporting data from Asia, Europe and North America.

This volume also features a chapter on the threat of emerging pandemics and their significance for the achievement of a truly sustainable world. This book accentuates the value and importance of a strong sustainability approach in an age of climate change emergency. It is an ideal companion for instructors and students of sustainability in business, economics, and related disciplines such as geography and political science.

Now in its fourth edition, Ivan Png's Managerial Economics has been extensively revised with : a completely new introductory chapter emphasizing decision-making and behavioral biases intensive application to current issues including the sub-prime financial crisis and global competition streamlined presentation focusing on the economics that managers need to know. As always, the text presents the key concepts of micro-economics intuitively, without requiring any sophisticated mathematics. Throughout, it emphasizes actual management application, and links to other functions including marketing and finance. The new fourth edition is updated with fresh up-to-date discussion questions from all over the world and enhanced with detailed instructor supplements. It is an ideal text for any course focusing on the practical application of micro-economic principles to management. Truly useful economics for managers. An accompanying website, featuring a wealth of supplementary material, is available at http://www.comp.nus.edu.sg/~ipng/ed4.htm

A sophisticated yet non-technical introduction to microeconomics for MBA students, now in its third edition.

Business, Economics and Enterprise

Instructor's Manual

Principles and Worldwide Applications

The Economics and Business of Sustainability

Managerial Economics in a Global Economy

This book provides a comprehensive introduction to the economics of the business of maritime transport. It provides an economic explanation of four aspects of maritime transport, namely, the demand, the supply, the market and the strategy. The book first explains why seaborne trade happens and what its development trends are; it then analyses the main features of shipping supply and how various shipping markets function; the book finally addresses the critical strategic issues of the shipping business. The full range of different types of shipping are covered throughout the chapters and cases. The book combines the basic principles of maritime transport with the modern shipping business and the latest technological developments, particularly in the area of digital disruption. The ideas and explanations are supported and evidenced by practical examples and more than 160 tables and figures. The questions posed by the book are similar to those that would be asked by the students in their learning process or the professionals in the business environment, with the answers concentrating on the reasons for what has happened and will happen in the future rather than merely fact-telling or any specific forecast. The book is most suited for students of shipping-related disciplines, and is also a valuable reference for maritime professionals.

This ninth edition of Managerial Economics and Business Strategy has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success. By teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. This edition retails the emphasis on real-world examples and modern topics along with unique coverage found nowhere else: oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, principal-agent problems, raising rivals' costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms.

Baye's Managerial Economics and Business Strategy is one of the best-selling managerial economics textbooks. It is the first textbook to blend tools from intermediate microeconomics, game theory, and industrial organization for a managerial economics text. Baye is known for its balanced coverage of traditional and modern topics, and the fourth edition continues to offer the diverse managerial economics marketplace a flexible and up-to-date textbook. Baye offers coverage of frontier research in his new chapter on advanced topics. The Fourth Edition also offers completely new problem material, data, and much more.

Data Analysis for Business, Economics, and Policy

Managerial Economics, 4th Edition

A Strategic Approach

Explorations in Managerial Economics

Understanding Business

Business and Economics of Port Management is a comprehensive but concise textbook and reference for insights into the workings of port industry from the business and economics perspectives. The book examines port management from various entities which include the government, port operator, shipping line, logistics companies and other port service providers. It provides in-depth discussions on strategic issues, challenges and disruptions that are faced by this industry. Given the uniqueness of each port and international nature of the port business, the book comes with useful case studies and lessons from different port regions around the world. Key lessons on challenges and issues faced by port managers, developers and regulators are highlighted and discussed using a combination of professional insights and publicly available information sources. The aim is to illustrate the decision-making process with the purpose of contributing to better outcomes for the industry, government and the public at large. Anyone who is approaching the subject matter will gain utmost understanding of how ports are critical in the global economy and societal well-being.

International Economics, 13th Edition provides students with a comprehensive, up-to-date review of the field's essential principles and theory. This comprehensive textbook explains the concepts necessary to understand, evaluate, and address the economic problems and issues the nations of the world are currently facing, and are likely to face in the future. Balancing depth and accessibility, the text helps students identify the real-world relevance of the material through extensive practical applications and examples. The new, thoroughly-updated and expanded edition provides students with a solid knowledgebase in international trade theory and policy, balance of payments, foreign exchange markets and exchange rates, open-economy macroeconomics, and the international monetary system. The text uniquely employs the same graphical and numerical model in chapters that cover the same basic concept, allowing students to recognize the relationship among the different topics without having to start with a new example each time. Clear, straightforward discussions of each key concept and theory are complemented by concrete, accessible, and relatable examples that serve to strengthen student comprehension and retention. Topics include the 'Great Recession,' the increase in trade protectionism, excessive volatility and large misalignments of exchange rates, and the impacts of resource scarcity and climate change to continued growth and sustainable development.

Calculus for Business, Economics, and the Social and Life Sciences, Brief Edition provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, economics, and the life and social sciences. Students achieve success using this text as a result of the author's applied and real-world orientation to concepts, problem-solving approach, straight forward and concise writing style, and comprehensive exercise sets. More than 100,000 students worldwide have studied from this text!

Business Economics

Economics of Maritime Business

Management Development Program

Instructor's Solutions Manual [for] Calculus for Business, Economics, Life Sciences, and Social Sciences, Eleventh Edition [by] Raymond A. Barnett

Business and Economics of Port Management

BASIC STATISTICS FOR BUSINESS AND ECONOMICS, 4/e contains comprehensive coverage of statistical tools and methods delivered in a student friendly, step-by-step format. The text is non-threatening and presents concepts clearly and succinctly with a conversational writing style. All statistical concepts are illustrated with solved applied examples immediately upon introduction. Modern computing tools and applications are introduced, but the text maintains a focus on presenting statistics content as oppose to technology or programming methods, this edition continues as a students' text with increased emphasis on interpretation of data and results. This essentials version of the more comprehensive text includes 13 chapters (versus 20 chapters in the longer 11/e), in a two-color format, with some condensed coverage and all optional topics or chapters eliminated. It contains the core topics covered in most Business Statistics courses in fewer pages.

Applied Calculus for Business, Economics, and the Social and Life Sciences, Expanded Edition provides a sound, intuitive understanding of the basic concepts students need as they pursue careers in business, economics, and the life and social sciences. Students achieve success using this text as a result of the author's applied and real-world orientation to concepts, problem-solving approach, straight forward and concise writing style, and comprehensive exercise sets. More than 100,000 students worldwide have studied from this text!

Accompanying CD-ROM contains ... "data files, Web links, practice quizzes, PowerPoint, video clips, software tutorials, MegaStat for Excel software and user manual."--Page 4 of cover.

Problem-Solving in a Digital World

Calculus for Business, Economics, and the Social and Life Sciences, Brief Version

英文版

The Economic Way of Thinking for Managers

Managerial Economics and Business Strategy

A comprehensive textbook on data analysis for business, applied economics and public policy that uses case studies with real-world data.

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Designed for a one-semester course, Applied Statistics for Business and Economics offers students in business and the social sciences an effective introduction to some of the most basic and powerful techniques available for understanding their world. Numerous interesting and important examples reflect real-life situations, stimulating students to think realistically in tackling these problems. Calculations can be performed using any standard spreadsheet package. To help with the examples, the author offers both actual and hypothetical databases on his website http://iww.edu/~bleekley The text explores ways to describe data and the relationships found in data. It covers basic probability tools, Bayes' theorem, sampling, estimation, and confidence intervals. The text also discusses hypothesis testing for one and two samples, contingency tables, goodness-of-fit, analysis of variance, and population variances. In addition, the author develops the concepts behind the linear relationship between two numeric variables (simple regression) as well as the potentially nonlinear relationships among more than two variables (multiple regression). The final chapter introduces classical time-series analysis and how it applies to business and economics. This text provides a practical understanding of the value of statistics in the real world. After reading the book, students will be able to summarize data in insightful ways using charts, graphs, and summary statistics as well as make inferences from samples, especially about relationships.

Applied Statistics in Business And Economics

Basic Statistics for Business and Economics

Managerial Economics

Fundamentals of Managerial Economics

Microeconomics for MBAs

Trust the market-leading ESSENTIALS OF STATISTICS FOR BUSINESS AND ECONOMICS, 7th Edition to give you a foundation in statistics and an edge in today's competitive business world. The author's signature problem-scenario approach and reader-friendly writing style combine with proven methodologies, hands-on exercises, and real-world examples to take you deep into realistic business problems and help you solve them from an intelligent, quantitative perspective. Streamlined to focus on core topics, this new edition has been updated with new case problems, applications, and self-test exercises to help you master key formulas and apply the statistical methods you learn. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

"This twelfth edition of Statistics for Business and Economics is an introductory text emphasizing inference, with extensive coverage of data collection and analysis as needed to evaluate the reported results of statistical studies and make good decisions. As in earlier editions, the text stresses the development of statistical thinking, the assessment of credibility, and the value of the inferences made from data, both by those who consume and those who produce them. It assumes a mathematical background of basic algebra." --xi (Preface)

The Eurozone crisis and the age of austerity, as well as challenges to the environment as a result of economic growth have highlighted the need for a greater understanding of those facets of economics that are of most use to businesses and their decision makers. This book introduces all of the relevant theoretical aspects of the subject and applies them to real-life examples of economics that are of particular interest to students today, including: the impact of globalization; the way in which 'green' perspectives can be built into decision making and how the financial crisis has challenged economists, politicians and business people to rethink their existing ideas. Replete with illuminating case studies, and benefitting from features such as activities, review questions and further reading, Business Economics introduces the theory and practice of economics for non-specialist students new to the topic.

Managerial Economics and Strategy

Statistical Techniques in Business & Economics

Now in its third edition, this highly readable, non-technical introduction to the essential microeconomic principles is perfect for business managers. The new edition retains its global focus and economic rigor, with an emphasis on the role of information in decision-making. The text 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. Utilizing economic analysis to spotlight topics in accounting, finance, human resources, and marketing, Managerial Economics, 3e offers a stable, pedagogic model, providing the most up-to-date and relevant foundation in the field. Written for managers rather than economists Each chapter begins with a real-world mini-case. Chapters are reinforced with progress checks, review questions, and discussion questions New coverage of oligopoly, time value of money, behavioral economics, experience curve, R&D strategy, and more Uses mathematics only where necessary Extensive online resources are available at http://www.comp.nus.edu.sg/~ipng/mecon.htm including updates to the book, PowerPoint slides, an Instructor's Manual, and answers to discussion questions A wiki site at http://manecon.pbwiki.com/ provides additional examples as well as contributions from readers and instructors

Understanding Business has long been the market leader because we listen to instructors and students. With this eleventh edition we are proud to offer a platinum experience, that: Improves Student Performance—Understanding Business puts students at the center. It's the only learning program on the market to offer proven adaptive technology that increases grades by a full letter through Connect® Business, and the only program to offer the first and only adaptive eBook ever, SmartBook. Enhances your Teaching—The authors are dedicated to supporting your teaching and your student's learning, which is why they listen to YOU and develop resources based on YOUR suggestions and course needs. This is the only author-team on the market that carefully review each and every resource to ensure cohesion. Accessible to All—This learning program has moved toward tighter compliance with the Web Content Accessibility Guidelines, and provides students the opportunity to learn regardless of learning style or disability. What's more, it earns a perfect score of 100 points possible by Quality Matters, an independent organization that reviews and certifies the quality of online courses and online components. Choose a platinum experience. Choose Understanding Business.