

Managerial Economics & Business Strategy

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Baye's Managerial Economics and Business Strategy remains the best-selling managerial economics textbook in which it continues to provide students with the tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. Baye is known for its real-world examples, frontier research, inclusion of modern topics not found in other managerial books, as well as balanced coverage of traditional and modern microeconomic tools. The Seventh Edition retains all of the key signature features of previous editions and incorporates new features to enhance students' learning experiences and make it easier to teach from the book. These include updated headlines, new and updated inside business applications, and new end-of-chapter material.

Michael Baye is the Bert Elwert Professor of Business Economics & Public Policy at Indiana University's Kelley School of Business. He received his B.S. in economics from Texas A&M University in 1980 and earned a Ph.D. in economics from Purdue University in 1983.

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Fundamentals of Managerial Economics, The Eighth Edition of this market-leading text continues its tradition of providing a solid foundation of economic understanding for use in managerial decision making. It offers a practical treatment of economic theory and analysis in an intuitive, algebra-based format. Its focus is on presenting those aspects of economic theory and analysis that are most relevant to students of business administration, and a wide variety of examples and simple numerical problems are used to illustrate the application of managerial economics to a vast assortment of practical situations. The nature of the decision process and the role economic analysis plays in that process are emphasized throughout. This revision is designed to maximize accessibility for a student audience with little or no background in economics or higher-level mathematics. The text focuses on the economics--not the mathematics--of the managerial decision process.

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