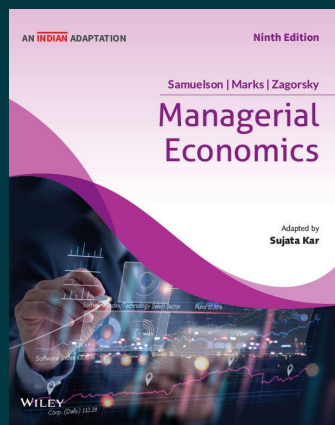




Managerial Economics, 9ed (An Indian Adaptation)

By William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, Sujata Kar

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Description

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.

About the Author

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William F. Samuelson is Professor of Economics and Finance at Boston University's Questrom School of Business. He has published a variety of articles in leading economics and management science journals including The American Economic Review, The Quarterly Journal of Economics, Econometrica, The Journal of Finance

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