

Librería
Bonilla y Asociados
desde 1950



Título: Managerial Economics Theory, Application, And Cases

Autor: Perkins; Radelet; Lindauer; Block

Precio: \$2520.00

Editorial:

Año: 2013

Tema:

Edición: 8^a

Sinopsis

ISBN: 9780393124491

Thoroughly updated to reflect the post-crisis, global, and digital economy.

Modernized for the 21st century, the Eighth Edition emphasizes strategic thinking by managers and includes over 50 new case studies on events from 2010 to 2012 that prepare students for today's changing economy.