

Librería  
**Bonilla y Asociados**  
desde 1950



**Título:** Managerial Economics: Theory, Applications, And Cases

**Autor:** Allen Bruce, Weigelt Keith, Doherty Neil And Mansfield Edwin **Precio:** \$870.00

**Editorial:**

**Año:** 2009

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780393114430

In today's managerial world, it's critical that students learn how to make strategic economic decisions. The seventh edition of Managerial Economics is the most current text available, encouraging students to see beyond the equations and graphs to the general precepts, such as marginal analysis and backward induction. Its new content draws on dozens of contemporary case studies, inviting students to apply problem-solving skills and to reflect on real-world economic decisions