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Managerial Economics: Applications, Strategy and
Tactics Principles and Practice of Stress Management,
Third Edition Managerial Economics Managerial
Economics: Applications, Strategy and
Tactics Parenting Matters Open Access Contemporary
Financial Management Contemporary Financial
Management Project Management in Practice, 6th
Edition International Organizational
Behavior Managerial Economics Contemporary Issues
in Finance The 8088 Microprocessor Managerial
Economics Fundamentals of Contemporary Financial
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Introductory Financial Accounting for
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Strategies and Tactics Acca - F9 Financial
Management Contemporary Business, 17th
Edition Contemporary Financial Management Strategic
Management in the Media Managerial Economics:
Applications, Strategies and Tactics Contemporary
Financial Management Fundamentals Economics for
Managers Corporate Finance: A Focused
Approach Recognition and Management of Pesticide
Poisonings Executive Economics Contemporary
Corporate Finance Managerial Economics:
Applications, Strategies, and Tactics Understanding

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Social MediaTherapy of Digestive
DisordersInformation Technology for
ManagementBusiness FundamentalsHearing Health
Care for AdultsFundamentals of Contemp Financial
ManagementContemporary Financial Management,
7th Ed., [by] R. Charles Moyer, James R. McGuigan,
William J. KretlowContemporary Financial
Management FundamentalsCyclone: My
StoryManagerial Economics

Managerial Economics: Applications, Strategy and Tactics

Packed with managerially oriented applications, **MANAGERIAL ECONOMICS**, 11th edition illustrates how actual managers apply theories and techniques to solve real-world problems as it teaches future business leaders how to think analytically and make better decisions. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand. The new streamlined edition is concise, current, and cutting edge and gives instructors more flexibility than ever. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational architecture. It also offers thorough

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integration of international issues, including new material on China and India. In addition, CengageNOW's innovative timesaving suite of online tools offers unrivaled course planning and management tools, enabling instructors to pinpoint how well their students master key concepts. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Principles and Practice of Stress Management, Third Edition

The loss of hearing - be it gradual or acute, mild or severe, present since birth or acquired in older age - can have significant effects on one's communication abilities, quality of life, social participation, and health. Despite this, many people with hearing loss do not seek or receive hearing health care. The reasons are numerous, complex, and often interconnected. For some, hearing health care is not affordable. For others, the appropriate services are difficult to access, or individuals do not know how or where to access them. Others may not want to deal with the stigma that they and society may associate with needing hearing health care and obtaining that care. Still others do not recognize they need hearing health care, as hearing loss is an invisible health condition that often worsens gradually over time. In the United States, an estimated 30 million individuals (12.7 percent of Americans ages 12 years or older) have hearing loss. Globally, hearing loss has been identified as the fifth leading cause of years lived with

disability. Successful hearing health care enables individuals with hearing loss to have the freedom to communicate in their environments in ways that are culturally appropriate and that preserve their dignity and function. Hearing Health Care for Adults focuses on improving the accessibility and affordability of hearing health care for adults of all ages. This study examines the hearing health care system, with a focus on non-surgical technologies and services, and offers recommendations for improving access to, the affordability of, and the quality of hearing health care for adults of all ages.

Managerial Economics

Managerial Economics: Applications, Strategy and Tactics

Exploring questions of both exploitation and empowerment, Understanding Social Media provides a critical conceptual toolbox for navigating the evolution and practices of social media. Taking an interdisciplinary and intercultural approach, it explores the key themes and concepts, going beyond specific platforms to show you how to place social media more critically within the changing media landscape. Updated throughout, the Second Edition of this bestselling text includes new and expanded discussions of: Qualitative and quantitative approaches to researching social media Datafication and algorithmic cultures Surveillance, privacy and intimacy The rise of apps and platforms, and how they

shape our experiences Sharing economies and social media publics The increasing importance of visual economies AR, VR and social media play Death and digital legacy Tying theory to the real world with a range of contemporary case studies throughout, it is essential reading for students and researchers of social media, digital media, digital culture, and the creative and cultural industries.

Parenting Matters

Learning Financial Accounting can often feel like learning a foreign language to students, in particular when terminology and procedure is piled on before core concepts are truly mastered. Introductory Financial Accounting for Business is an innovative approach that emphasizes critical thinking over the rote memorization of terms, such as “debits” and “credits”. The sequential learning model employed by the authors helps students see the bottom-line consequences of financial statements as it relates to the overall business, better preparing them for careers as accountants, entrepreneurs, and decision-makers. The authors focus initially on conceptual underpinnings -- the reasons why we approach procedures the way we do – rather than confusing students by front-loading the material with over-complicated details. Author Chris Edmonds has also created a highly popular and widely used series of video lectures, which engage students by clearly and charismatically going over each learning objective in a conversational style. These videos help reinforce important lessons and are always available for review.

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By developing this stronger foundation, students understand Accounting ideas more broadly and are able to ultimately learn procedural applications more quickly and accurately. With a straightforward writing style and highly engaging video lectures, this dynamic author team leads students down a streamlined learning path focused on critical thinking, clarity of concept, and applicability of material to the real world.

Open Access

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Contemporary Financial Management

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

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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.

Contemporary Financial Management

The 7th edition of this successful text provides a comprehensive and contemporary introduction to financial management, incorporating recent changes in the financial operation of firms, such as: the increased focus on shareholder wealth maximization and cash flow management, an emphasis on international aspects of financial management, a concern for the ethical behavior of managers, and a reflection of the increased impact of the Internet in business practice.

Project Management in Practice, 6th Edition

Including studies on different topical issues in finance by the participants of the 8th international scientific conference “New Challenges of Economic and Business Development – 2016” this new work

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contains research from various European countries, specifically Germany, Italy, Latvia, Malta, and Poland.

International Organizational Behavior

Offering streamlined coverage with an applied approach, *Project Management in Practice, 6th Edition* focuses on the essentials of project management. This concise, hands-on text is ideal for a one semester project management course, or as a module on project management. This textbook is organized around the project management life cycle, and provides students with essential project management concepts while addressing an important area of industry growth: the use of projects to achieve the strategic goals of organizations.

Managerial Economics

Boone, Kurtz, and Berston's, *Contemporary Business, 17th Edition*, delivers solutions at the speed of business to stimulate curiosity, show relevance, promote creativity, and prepare students for what's ahead in their academic and business careers. With thoroughly revised cases, fresh, current examples, and an updated video series, the 17th Edition provides insights into the many facets of business that contribute to the dynamic, ever changing world of work.

Contemporary Issues in Finance

The economic concepts presented in *Managerial*

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Economics show students how to use quantitative methods and economic analysis alongside common sense to better understand business and address managerial problems. The text's unique integrative approach demonstrates that important business decisions are interdisciplinary and must involve collaboration between multiple business functions. Including updated real company cases and examples, the 15th edition of this text demonstrates how economic concepts and tools can be applied to real organisations and management situations.

The 8088 Microprocessor

Managerial Economics

This book focuses on understanding and managing organizational behavior in an international context, considering the conceptual framework of culture and offering practical advice for navigating cultures in the workplace. Readers will gain new tools to interpret behavior, helping them to manage international challenges effectively. The authors outline the critical management and adaptation skills necessary to develop within a globalized organization, teaching the reader how to recruit, coordinate, and evaluate an international team. Updated "Culture Clash" and "Global Innovations" boxes provide important insights into identifying a core set of values to "customize" management techniques across cultures, focusing particularly on growing countries like India and China. The new edition features a more streamlined chapter

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structure, updated discussion questions, and new end-of-chapter cases with self-scoring quizzes for further development. International Organizational Behavior will prove a valuable resource for any student of organizational behavior, international management, and international business. A companion website provides additional support for instructors, featuring an instructor's manual, test bank, and PowerPoint slides.

Fundamentals of Contemporary Financial Management

Packed with managerially oriented applications, **MANAGERIAL ECONOMICS**, 12th edition illustrates how managers apply theories and techniques to solve real-world problems while teaching future business leaders how to think analytically and make better decisions. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand. The new 12th edition is concise, current, and cutting edge with an exciting and extremely relevant new focus on green businesses and business developments in the examples and applications. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational

architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managerial Economics

CONTEMPORARY CORPORATE FINANCE, 12, International Edition gives students a comprehensive, contemporary introduction to financial management focusing on maximizing shareholder wealth and effectively managing cash flow. Students learn the international aspects of financial management, examine the ethical behavior of managers, and study the effects of the 2008-2009 recessions on corporations. Financial Challenges, icons, integrative cases, and numerous other learning features highlight critical concepts and provide important practice. Excel® templates in this edition's companion web site offer additional practice in using technology to achieve financial management objectives. Thomson ONE Business School Edition, included with the text, places the same financial analysis tool used daily by Wall Street professionals into the hands of students to further their financial management skills and success.

Loose Leaf for Introductory Financial Accounting for Business

This text is a streamlined text for basic financial management. It provides a brief introduction to financial management, incorporating shareholder wealth maximization and cash flow management

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focus, with emphasis on international financial management and ethical behavior of managers. In addition, the text provides many worked-out spreadsheet examples to provide an even greater applications approach to financial management.

Managerial Economics: Applications, Strategies and Tactics

Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT’s role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

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Acca - F9 Financial Management

"This book provides vital insights into the elements of strategy and their application to media firms. Solidly grounded in theory but not pedantic, it is essential reading for those who make or wish to comprehend choices of media companies." - Robert Picard, University of Jönköping "Insightful, contextually analytical, yet easy to comprehend, Strategic Management in the Media successfully applies the adaptive and interpretative areas of strategic theory in the media sectors. It provides a unique perspective in which common themes linking media strategy and industry environment are thoughtfully discussed." - Sylvia M. Chan-Olmsted, University of Florida "an invaluable asset for students of media management. The use of pertinent examples and case studies throughout brings the analysis to life and contributes to a highly readable introduction." - Gillian Doyle, University of Glasgow This book is a comprehensive, accessible and expert introduction to strategy within a media management context. It is divided into two parts - part one provides an introduction to and overview of the media industry from a strategic management perspective, looking in detail at the sectors that together comprise the industry - newspaper, book and magazine publishing, music, radio and television - and the strategic forces at work in each. This provides the foundation for part two, which analyses a number of strategic topics central to the media sector, such as technological change, organisational structure, leadership, and creativity and innovation. The chapters follow the same

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structure: the relevant theory is outlined, its application to the media industry is discussed, and case studies from the media industry are used to illustrate the theory and illuminate its relevance for the media field. The cases and examples used come from all sectors of the industry and a range of geographic regions and include News Corporation, Endemol, BBC, Bertelsmann, CNN, MTV, Disney and Pixar.

Contemporary Business, 17th Edition

Contemporary Financial Management

Strategic Management in the Media

By illustrating how effective managers apply economic theory and techniques to solve real-world problems, MANAGERIAL ECONOMICS 13E helps future business leaders learn to think analytically and make better decisions. As always, the seasoned author team balances a solid foundation of traditional microeconomic theory with extensive exploration of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational architecture. This new edition is concise, comprehensive, and current with cutting-edge coverage of important management topics relevant to today's students, including an exciting focus on green business and environmentally friendly practices and products. Available with

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Managerial Economics: Applications, Strategies and Tactics

The eighth edition of this successful text provides a comprehensive and contemporary introduction to financial management, focusing on shareholder wealth maximization and cash flow management, the international aspects of financial management, the ethical behavior of managers, and the increased impact of the Internet in business practice. In addition, content has been added or enhanced to reflect the changing focus on finance areas including topics such as discounted payback period, dividend practices of foreign firms, risk management, and real options.

Contemporary Financial Management Fundamentals

New edition publishing November 2005. Provides diagnostic guidance and therapeutic recommendations from over 80 world-renowned experts. Covers disorders of the esophagus, stomach, duodenum, pancreas, liver, small and large intestine. Summarises therapies into concise, quick-access tables. Includes over 200 detailed illustrations and algorithms. Features plentiful references that enable

readers to further investigate therapeutic options

Economics for Managers

Focus on the financial concepts, skills, and technological applications that are critical for you in today's workplace with Ehrhardt/Brigham's CORPORATE FINANCE: A FOCUSED APPROACH 6E. With its relevant and engaging presentation and numerous examples, you will learn the latest financial developments as you also learn how to maximize a firm's value in today's changing business environment. You will master the features and functions of spreadsheets by using chapter Excel Tool Kits, Build a Model problems, and Mini Cases that encourage "what-if" analysis on a real-time basis. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Corporate Finance: A Focused Approach

The emphasis on real world, manager-oriented applications shows students how managers apply theories and techniques to analyze and solve real world business problems. Over 200 applications, corporate examples, and Managerial Challenges - more than any other book - support this real world approach.

Recognition and Management of Pesticide Poisonings

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On a hot summer's night, in June 1985, in one of the most emotionally charged fights of all time, Barry McGuigan beat Eusebio Pedroza to become the featherweight champion of the world. An epic battle that lasted a full 15 rounds, it remains one of sport's greatest moments - watched by 27,000 spectators ringside and by a further 20 million on television around the world. Raised in the border town of Clones, Co. Monaghan, at the height of the troubles, Barry McGuigan united people across sectarian and religious divides during a difficult time in the country's political history. A Catholic, Barry married his Protestant childhood sweetheart, Sandra in 1981. An Irishman, he fought for the British title, wearing boxing shorts in the colours of the United Nation's Flag of Peace - and in place of a national anthem his musician father, Pat McGuigan would often sing a heartfelt rendition of 'Danny Boy' before a fight. Engaging and intelligent, McGuigan is a renowned and revered figure in the boxing world and beyond. In this candid autobiography, *The Clones Cyclone* shares his stories of extraordinary professional triumph and devastating personal tragedy.

Executive Economics

Contains detailed chapter outlines, key formulas, explanatory graphs and tables, multiple-choice questions, true/false questions, numerous solved numerical problems, important chapter equations highlighted, and Internet exercises for each chapter.

Contemporary Corporate Finance

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What is open access? -- Motivation -- Varieties --
Policies -- Scope -- Copyright -- Economics --
Casualties -- Future -- Self-help.

Managerial Economics: Applications, Strategies, and Tactics

Readers learn how to think analytically and make better business decisions as future business leaders with the insights found in **MANAGERIAL ECONOMICS: APPLICATIONS, STRATEGIES AND TACTICS, 14E**. This timely edition illustrates how today's effective managers apply economic theory and techniques to solve real-world everyday decision problems. The seasoned author team applies their wealth of practical business insights and economic knowledge to present a solid foundation of traditional microeconomic theory and extensively explore the latest analytical tools in managerial economics. Readers study Nash equilibrium and other game-theoretic tactics, information economics, and organizational architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Understanding Social Media

Structured for optimal use as a clinical reference and text, this comprehensive work reviews effective stress management techniques and their applications for treating psychological problems and enhancing physical health and performance. Leading experts

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present in-depth descriptions of progressive relaxation, hypnosis, biofeedback, meditation, cognitive methods, and other therapies. Tightly edited chapters examine each method's theoretical and empirical underpinnings and provide step-by-step guidelines for assessment and implementation, illustrated with detailed case examples. The volume also explains basic mechanisms of stress and relaxation and offers research-based guidance for improving treatment outcomes.

Therapy of Digestive Disorders

This text is a streamlined rewrite of the basic financial management chapters from the big Moyer, McGuigan, and Kretlow, Contemporary Financial Management text. It provides a brief introduction to financial management, incorporating the big book's shareholder wealth maximization and cash flow management focus, with emphasis on international financial management and ethical behavior of managers. In addition, the text provides many worked-out spreadsheet examples to provide an even greater applications approach to financial management.

Information Technology for Management

Packed with managerially oriented applications, MANAGERIAL ECONOMICS, 12th edition illustrates how managers apply theories and techniques to solve real-world problems while teaching future business leaders how to think analytically and make better decisions. Extremely user friendly, the text caters to a

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variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand. The new 12th edition is concise, current, and cutting edge with an exciting and extremely relevant new focus on green businesses and business developments in the examples and applications. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics, such as game-theoretic tactics, information economics, and organizational architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business Fundamentals

With its emphasis on real world, manager-oriented applications, this text shows students how managers apply theories and techniques to analyse and solve real-world business problems.

Hearing Health Care for Adults

Designed as guidance for emergency management, this manual deals almost entirely with short-term (acute) harmful effects of pesticides. Included is information on the health hazards of pesticides currently in use, along with current consensus

recommendations for management of poisonings and injuries caused by them. Formatted for quick reference by through indexing, the book addresses poisoning by insecticides, pesticides, herbicides, fungicides, rodenticides, fumigants, and other solvents, acaricides, repellents, and adjuvants. Indexed by symptoms and signs and by chemical and product names. Illustrated.

Fundamentals of Contemp Financial Management

Decades of research have demonstrated that the parent-child dyad and the environment of the family—“which includes all primary caregivers”—are at the foundation of children's well-being and healthy development. From birth, children are learning and rely on parents and the other caregivers in their lives to protect and care for them. The impact of parents may never be greater than during the earliest years of life, when a child's brain is rapidly developing and when nearly all of her or his experiences are created and shaped by parents and the family environment. Parents help children build and refine their knowledge and skills, charting a trajectory for their health and well-being during childhood and beyond. The experience of parenting also impacts parents themselves. For instance, parenting can enrich and give focus to parents' lives; generate stress or calm; and create any number of emotions, including feelings of happiness, sadness, fulfillment, and anger. Parenting of young children today takes place in the context of significant ongoing developments. These

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include: a rapidly growing body of science on early childhood, increases in funding for programs and services for families, changing demographics of the U.S. population, and greater diversity of family structure. Additionally, parenting is increasingly being shaped by technology and increased access to information about parenting. Parenting Matters identifies parenting knowledge, attitudes, and practices associated with positive developmental outcomes in children ages 0-8; universal/preventive and targeted strategies used in a variety of settings that have been effective with parents of young children and that support the identified knowledge, attitudes, and practices; and barriers to and facilitators for parents' use of practices that lead to healthy child outcomes as well as their participation in effective programs and services. This report makes recommendations directed at an array of stakeholders, for promoting the wide-scale adoption of effective programs and services for parents and on areas that warrant further research to inform policy and practice. It is meant to serve as a roadmap for the future of parenting policy, research, and practice in the United States.

**Contemporary Financial Management,
7th Ed., [by] R. Charles Moyer, James R.
McGuigan, William J. Kretlow**

Packed with powerful examples from actual managers, Economics For Managers, teaches you how to think analytically and make better business decisions. Written by a seasoned and well-respected

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author team, Economics For Managers equips readers with the economic tools to avoid analytic pitfalls and become more effective managers. Drawing from more than 300 real-world applications, the authors illustrate how actual managers apply economic theories and techniques to solve real business problems. Current, comprehensive, and cutting edge, the text includes extensive coverage of the latest analytical tools in managerial economics, including game-theoretic tactics, information economics, and organizational architecture. It also offers exceptional coverage of international issues, including new material on China and India. Extremely user friendly, the text caters to a variety of learning styles as it presents key analytical concepts in several ways, including tabular analysis, graphical analysis, and algebraic analysis. Students learn in a format with which they are comfortable, making difficult material more accessible and easier to understand.

Contemporary Financial Management Fundamentals

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Cyclone: My Story

What do economists know that business executives find useful? Economics ought to be indispensable for business decision-makers because it deals with the issues executives face daily: what to produce, how and how much, at what price, how best to use resources (time, labor, capital), how to understand markets. Why, then, do managers often think that economists' theories are ivory-tower and impractical? Perhaps because most economics texts are mystifying, jargon-ridden, and written from every perspective except that of the line manager. In *Executive Economics: Ten Essential Tools for Managers*, Shlomo Maital brings economics down to earth, back to the hard day-to-day decisions that executives have to make. He shows how all decisions can be organized around two key questions: What is it worth? What must I give up to get it? Answering these questions depends upon finding and maintaining the right relation in the "triangle of profit" -- cost, price, and value. Each of *Executive Economics* ten chapters focuses on one or more legs of the triangle of profit, defines a decision tool, and illustrates how it can be used to improve the quality of executive decisions. Drawing on recent examples from both Fortune 500 firms and smaller companies, Maital shows why economics main contribution is to deepen executives' understanding of the structure of their costs, and to explain why some of a business's highest expenses are those that never appear on a check stub or in a

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profit-and-loss statement. Executive Economics is written for executives, about executives, and by an author who has both taught executives at MIT's Sloan School of Management for over a decade and served as a consultant to small and large businesses. It is must reading for executives who need simple, effective decision-making tools to give them an edge in today's competitive global economy.

Managerial Economics

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