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Managerial Economics: Thomas, Christopher, Maurice, S ...

Find many great new & used options and get the best deals for MANAGERIAL ECONOMICS By Christopher Thomas & S. Charles Maurice ****BRAND NEW**** at the best online prices at eBay! Free shipping for many products!

Thomas and Maurice's Managerial Economics teaches students how to use microeconomic theory to analyze business decisions. In a clear and engaging writing style, Christopher Thomas carries on the tradition he and Charles Maurice shepherded for seven previous editions in the 8th edition. The 8th Edition explores the current market forces that create both opportunities and constraints for business enterprises. The book has enjoyed success in part because of its mid-level of rigor.

This well-known book on the subject has stood the test of time for the last 35 years because of the quality of presentation of its text. It has become students' favourite as it provides the latest theories, thoughts and applications on the subject with timely revisions to stay up-to-date all the time. Since its first edition, it has provided complete, comprehensive and authentic text on micro and macro aspects of managerial economics. It has now been revised thoroughly with added interpretations of economic theories and concepts and their application to managerial decisions. NEW IN THE EIGHTH EDITION □ Summary at the end of each chapter for quick recap □ One complete new chapter; several new sections Some New Important Sections □ □Derivation of Demand Curve with Changing Marginal Utility of Money□, and □Why Demand Curve Slopes Downward to Right□ □ □Expansion Path of Production□ and □Equilibrium of Multi-plant Monopoly□ □ □Theory of Interest Rate Determination□ and □Monetary Sector Equilibrium□ □ □Current Foreign Trade Policy of India□ and □Current Role of the IMF□ □ □Monetary Policy□ and □Current Scenario of CSR in India□

Thomas and Maurice's Managerial Economics teaches students how to use microeconomic theory to analyze business decisions. In a clear and engaging writing style, Christopher Thomas carries on the tradition he and Charles Maurice shepherded for eight previous editions in the 9th edition. The 9th Edition explores the current market forces that create both opportunities and constraints for business enterprises. The book has enjoyed success in part because of its mid-level of rigor, clarity of presentation, and end-of-chapter material.

Ebook: Managerial Economics and Organizational Architecture

Introduction to Air Transport Economics: From Theory to Applications uniquely merges the institutional and technical aspects of the aviation industry with their theoretical economic underpinnings. Its integrative approach offers a fresh point of view that will find favor with many students of aviation. This third edition has been extensively updated throughout. It features new material that stresses the dynamic aspects of demand and supply and the ongoing competitive aspects of the marketplace. It now features an introductory chapter, and specific examples, to more directly relate management decisions to the economic theory. Also, in addition to an expanded coverage of revenue management and pricing decisions, the third edition includes case studies that give real-world examples to reflect actual industry practice as well as a discussion of the more up-to-date computer applications that make the new techniques so effective. This book offers a self-contained theory and applications-oriented text for any individual intent on entering the aviation industry as a practicing professional in the management area. It will be of greatest relevance to undergraduate and graduate students interested in obtaining a more complete understanding of the economics of the aviation industry. It will also appeal to many professionals who seek an accessible and practical explanation of the underlying economic forces that shape the industry.

EBOOK: LABOR ECONOMICS

EBOOK: Essentials of Economics, 10/e

Building on the tremendous success of their best-selling Economics, Brue, McConnell, and Flynn have revised their one-semester approach in Essentials of Economics, 3e to provide a fresh alternative for the survey course. The result is a patient, substantive treatment of micro and macro topics appropriate for the introductory economics student, and fully integrated in the digital environment to provide instant remediation and feedback through McGraw-Hill's innovative assessment tool Connect Plus Economics. McGraw-Hill's adaptive learning component, LearnSmart, provides assignable modules that help students master core concepts in the course.

Rosen and Gayer's Public Finance provides the economic tools necessary to analyze government expenditure and tax policies and, along the way, takes students to the frontiers of current research and policy. While the information presented is cutting edge and reflects the work of economists currently active in the field, the approach makes the text accessible to undergraduates whose only prior exposure to economics is at the introductory level. The authors' years of policy experience have convinced them that modern public finance provides a practical and invaluable framework for thinking about policy issues. The goal is simple: to emphasize the links between sound economics and the analysis of real-world policy problems. Enhancements and key features for this new Global Edition include: New Policy Perspectives introduce relevant and engaging examples of international policy so students can extend their understanding of theory to policymaking across the globe. New Empirical Evidence applications provide students with real-world examples that are relevant to them, from case studies about Sweden and China to global examples that compare experiences between countries. Updated end-of-chapter questions broaden critical thinking, encouraging students to apply their knowledge to international and comparative examples. The results of econometric models are used to help students understand how expenditure and tax policies affect individual behavior and how governments set policies. Integrated theory and analysis: Institutional, theoretical, and empirical material is interwoven to provide students with a clear and coherent view of how government spending and taxation relate to economic theory. Current research is presented alongside discussion of methodological and substantive controversies. The approach is modern, theoretical, and empirical, and shared by most active economists. Institutional and legal settings are described in detail, and the links between economic analysis and current political issues are emphasized. This Global Edition has been adapted to meet the needs of courses outside of the United States and does not align with the instructor and student resources available with the US edition.

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