



Managerial Economics: An Analysis of Business Issues

By H. Davies, Pun-Lee Lam



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Aimed at non-specialist students taking a 2nd or 3rd level (often option) one semester course in business/managerial economics. The level assumes that students have already taken an introductory business economics course. Also appropriate for MBA or DMS students. This book provides a clear introduction to managerial economics for students who have no previous background in economic analysis and at the same time develops the analysis to a level that is appropriate for second or third year undergraduates or for postgraduate students who are taking the subject for the first time. The text shows how economic analysis can be of relevance to business decision making.



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