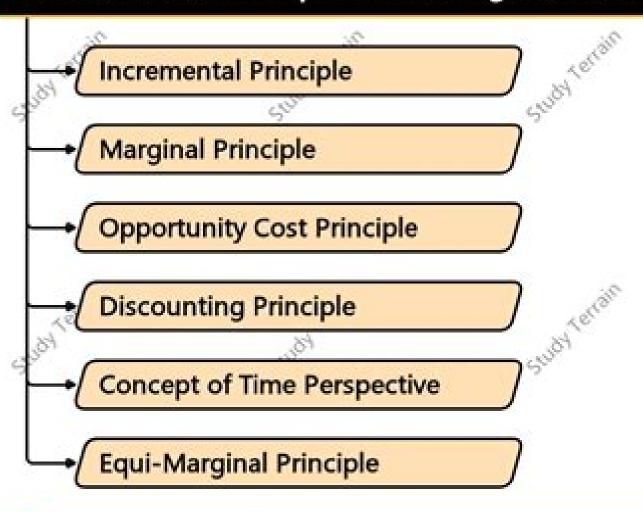


# **Fundamental Principles Of Managerial Economics**



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## **Fundamentals Of Managerial Economics**

**Mark Hirschey** 

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presenting those aspects of economic theory and analysis that are most relevant to students of business administration and a wide variety of examples and simple numerical problems are used to illustrate the application of managerial economics to a vast assortment of practical situations. The nature of the decision process and the role that economic analysis plays in that process are emphasized throughout. This major revision is designed to maximize accessibility for a student audience with little or no background in economics and no previous training in calculus *Fundamentals of Managerial Economics* Barry Keating, J. Holton Wilson, 1987

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