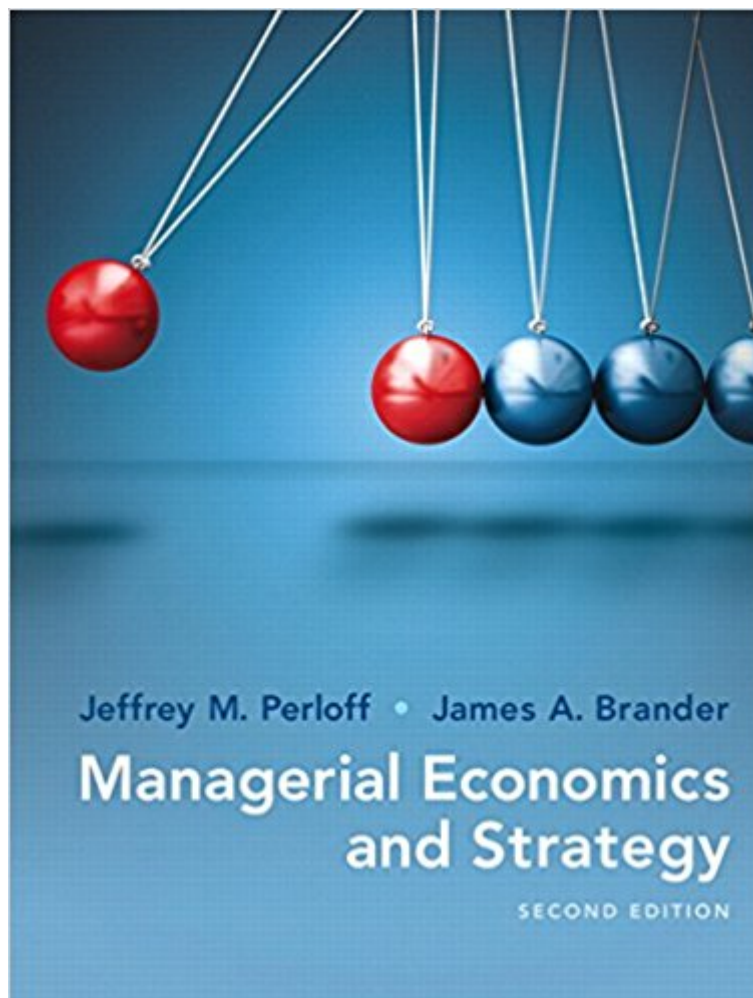




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# Managerial Economics And Strategy (2nd Edition) (The Pearson Series In Economics)



## Synopsis

For courses in Managerial Economics. **A Problem-based Approach that Uses Modern Theories and Real-world Examples** Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. **The Second Edition** has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises. **Also available with MyEconLab** MyEconLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. **NOTE:** You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for: **0134472551 / 9780134472553 Managerial Economics and Strategy Plus MyEconLab with Pearson eText -- Access Card Package** Package consists of: **0134167872 / 9780134167879 Managerial Economics and Strategy 013416976X / 9780134169767 MyEconLab with Pearson eText -- Access Card -- for Managerial Economics and Strategy**

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## Customer Reviews

This book is extremely dry and difficult to follow. While informative, it is incredibly dense and to just read it won't give a novice in economic terms much knowledge, but will lead to a high degree of frustration. Very little is done to actually convey a cohesive, easy to understand message. This was used in my economics course for my masters program and along with a very unhelpful professor I turned to other online sources to teach myself the material. If you can, do not take a class from a professor willing to use this as learning material.

Overall the content of the book is good. The one issue I have with content is the calculus moves a little fast for someone who hasn't done calculus in 20 years. The additional I have is the pages are rather thin so when you highlight, they tend to bleed through.

Once you buy the Lab book the digital copy is FREE. Conveniently not stated anywhere. Can I send back??

I bought this book for my MBA econ class. The book is so 'dry' it is virtually unreadable! The problem solving in the book routinely leaves out key steps in the problem solving process leaving the student to backtrack to try to figure out what they did to arrive at their solution or step in coming to the solution. Avoid at all costs! Find another professor teaching the course using an alternate text!

The book is bad, bad, bad... so bad it should come with a BS-to-English translator. Sure, the formulas are correct and it covers the right concepts, but if you really want to understand what those concepts and formulas mean, there are amateur web sites that give better explanation. People like to bash the Dummies series books, but textbooks authors should take lessons from the Dummies series. Speaking of Dummies, Graham's Managerial Economics For Dummies covers the same concepts while managing to condense a page of Perloff's BS into a single sentence.

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