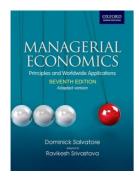
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MANAGERIAL ECONOMICS: PRINCIPLES AND WORLDWIDE APPLICATIONS (ADAPTED VERSION)



Oxford Higher Education/Oxford University Press, 2012. Softcover. Book Condition: New. 5th or later edition. This adapted version of Managerial Economics: Principles and Worldwide Applications, 7e, is designed for the standard undergraduate and graduate courses in managerial economics in most business and some economic programs. The book offers a complete coverage of all concepts usually encountered in actual managerial decision making. The text uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathe matical...

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- Authored by Dominick Salvatore (Author) & Ravikesh Srivastava (Adpt.)
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