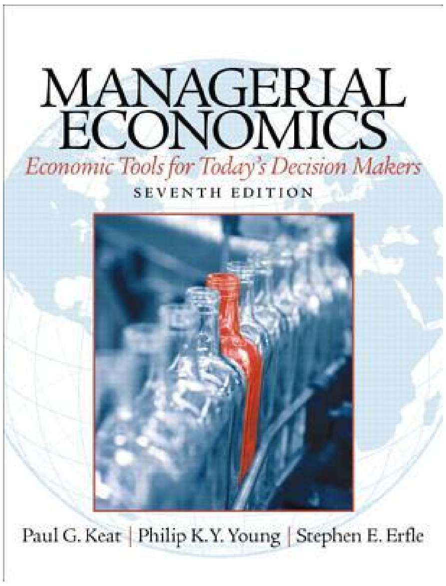

Managerial Economics: Economic Tools for Today's Decision Makers

Paul G. Keat

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"Directed primarily toward undergraduate/MBA students in Economics, this text also provides practical content to current and aspiring industry professionals."
This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory. The Seventh Edition welcomes a new co-author, Stephen Erfle of Dickinson College, who has contributed many revisions and improvements to the quantitative sections of the text, as well as provided a major addition: the use of Excel in the presentation of many of the numerical and graphical illustrations presented throughout the text.
To strengthen readers' ability to use Excel--a critical skill in today's job market-new Excel Applications (Excel Apps) allow readers to turn the static figures and tables in the text into dynamic illustrations.

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Aygun says

Good book

Will Vasconcelos says

If you are like me who love Economics you will enjoy reading this book. However, as a graduate-level book, you may have to labor a bit to go through some of the chapters. This book covers a lot of ground and is a great overview on concepts in economics.

Jocelin Villarreal says

It was a grad school requirement.
