



# Managerial Economics: Theory, Applications, and Cases

*W. Bruce Allen, Neil A. Doherty, Keith Weigelt, Edwin Mansfield*

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Economic decisions are at the heart and soul of modern business and almost every business process has been subjected to economic analysis. Much of this analysis is applied microeconomics, in one form or another. Recently the emphasis in managerial economics courses has swung towards business studies and this new edition reflects this shift. Two chapters on traditional topics have been dropped and new chapters have been introduced on important and contemporary subjects.



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