



INDIA EDITION

MANAGERIAL ECONOMICS

An Integrative Approach

Mark Mendenhall

Managerial Economics 1edition

D N Dwivedi



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The Economics of Managerial Decisions Roger D. Blair, Mark Rush, 2019 NOTE Before purchasing check with your instructor to ensure you select the correct ISBN Several versions of the MyLab™ and Mastering™ platforms exist for each title and registrations are not transferable To register for and use MyLab or Mastering you may also need a Course ID which your instructor will provide Used books rentals and purchases made outside of Pearson If purchasing or renting from companies other than Pearson the access codes for the MyLab platform may not be included may be incorrect or may be previously redeemed Check with the seller before completing your purchase For courses in managerial economics This package includes MyLab Economics Teaching students managerial economics through real examples real businesses with real life situations The Economics of Managerial Decisions 1st Edition teaches students how to make business decisions by blending the qualitative and quantitative aspects of the course Using examples from different sectors of the economy the authors present real examples such as Pizza Hut to teach the concepts of production and cost and KV Pharmaceuticals to talk about monopoly helping students see how theory is applied in different contexts Students learn these skills and then master them using Auto Graded Excel Projects and Decision Making Mini Sims within the accompanying MyLab™ to ensure they not only understand but can also apply the economics of making a managerial decision Personalize learning with MyLab Economics By combining trusted author content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student 0134640985 9780134640983 Economics of Managerial Decisions Plus MyLab Economics with Pearson eText The Access Card Package 1 e Package consists of 0133548236 9780133548235 Economics of Managerial Decisions The 0134184696 9780134184692 MyLab Economics with Pearson eText Standalone Access Card for The Economics of Managerial Decisions *Economics of Managerial Decisions, The, Student Value Edition* Roger Blair, Mark Rush, 2018-01-04 NOTE This edition features the same content as the traditional text in a convenient three hole punched loose leaf version Student Value Editions also offer a great value this format costs significantly less than a new textbook Before purchasing check with your instructor or review your course syllabus to ensure that you select the correct ISBN For Student Value Editions that include MyLab™ or Mastering™ several versions may exist for each title including customized versions for individual schools and registrations are not transferable In addition you may need a Course ID provided by your instructor to register for and use MyLab or Mastering platforms For courses in managerial economics Teaching students managerial economics through real examples real businesses with real life situations The Economics of Managerial Decisions 1st Edition teaches students how to make business decisions by blending the qualitative and quantitative aspects of the course Using examples from different sectors of the economy the authors present real examples such as Pizza Hut to teach the concepts of production and cost and KV Pharmaceuticals to talk about monopoly helping students see how theory is applied in different contexts Students learn these skills and then master them using Auto Graded

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