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Chapter 3: MARGINAL ANALYSIS FOR OPTIMAL DECISIONS

Essential Concepts

1. Formulating an optimization problem involves specifying three things: (1) the objective function to be either maximized or minimized, (2) the activities or choice variables that determine the value of the objective function, and (3) any constraints that may restrict the range of values that the choice variables may take.
2. *Marginal analysis* involves changing the value of a choice variable by a small amount to see if the objective function can be further increased (in the case of maximization problems) or further decreased (in the case of minimization problems).
3. *Net benefit* from an activity (*NB*) is the difference between total benefit (*TB*) and total cost (*TC*) for the activity: $NB = TB - TC$. The net benefit function is the objective function to be maximized in unconstrained maximization problems. The optimal level of the activity (A^*) is the level of activity that maximizes net benefit.
4. The *choice variables* determine the value of the objective function. Choice variables can be either *continuous* or *discrete*. A choice variable is continuous if the decision maker can choose from an uninterrupted span (or continuum) of values. A discrete choice variable is one for which the decision maker chooses from a span of values that is interrupted by gaps.
5. *Marginal benefit (MB)* is the change in total benefit caused by an incremental change in the level of activity. *Marginal cost (MC)* is the change in total cost caused by an incremental change in the level of activity. An "incremental change" in activity is a small positive or negative change in activity, usually a one-unit increase or decrease in activity. Marginal benefit and marginal cost can be expressed mathematically as

$$MB = \frac{\text{change in total benefit}}{\text{change in activity}} = \frac{TB}{A}$$

$$MC = \frac{\text{change in total cost}}{\text{change in activity}} = \frac{TC}{A}$$

where the symbol Δ means *the change in* and A denotes the level of activity.

6. Because "marginal" variables measure rates of change in corresponding "total" variables, marginal benefit and marginal cost are also slopes of total benefit and total cost curves, respectively. Marginal benefit (cost) of a particular unit of activity is measured by the slope of the line tangent to the total benefit (total cost) curve at that point of activity.

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Table of Contents Managerial Economics Maurice Solutions Manual

1. Understanding the eBook Managerial Economics Maurice Solutions Manual
 - The Rise of Digital Reading Managerial Economics Maurice Solutions Manual
 - Advantages of eBooks Over Traditional Books
2. Identifying Managerial Economics Maurice Solutions Manual
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Managerial Economics Maurice Solutions Manual
 - User-Friendly Interface
4. Exploring eBook Recommendations from Managerial Economics Maurice Solutions Manual
 - Personalized Recommendations
 - Managerial Economics Maurice Solutions Manual User Reviews and Ratings
 - Managerial Economics Maurice Solutions Manual and Bestseller Lists

5. Accessing Managerial Economics Maurice Solutions Manual Free and Paid eBooks
 - Managerial Economics Maurice Solutions Manual Public Domain eBooks
 - Managerial Economics Maurice Solutions Manual eBook Subscription Services
 - Managerial Economics Maurice Solutions Manual Budget-Friendly Options
6. Navigating Managerial Economics Maurice Solutions Manual eBook Formats
 - ePub, PDF, MOBI, and More
 - Managerial Economics Maurice Solutions Manual Compatibility with Devices
 - Managerial Economics Maurice Solutions Manual Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Managerial Economics Maurice Solutions Manual
 - Highlighting and Note-Taking Managerial Economics Maurice Solutions Manual
 - Interactive Elements Managerial Economics Maurice Solutions Manual
8. Staying Engaged with Managerial Economics Maurice Solutions Manual
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Managerial Economics Maurice Solutions Manual
9. Balancing eBooks and Physical Books Managerial Economics Maurice Solutions Manual
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Managerial Economics Maurice Solutions Manual
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Managerial Economics Maurice Solutions Manual
 - Setting Reading Goals Managerial Economics Maurice Solutions Manual
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Managerial Economics Maurice Solutions Manual
 - Fact-Checking eBook Content of Managerial Economics Maurice Solutions Manual
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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