MANAGERIAL ECONOMICS

Applications, Strategy, and Tactics



<u>Managerial Economics 12th Edition Mcguigan Moyer</u> <u>Harris</u>

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Managerial Economics: Applications, Strategy and Tactics James R. McGuigan, R. Charles Moyer, Frederick H.deB. Harris, 2010-08-03 Packed with managerially oriented applications MANAGERIAL ECONOMICS 12th edition illustrates how managers apply theories and techniques to solve real world problems while teaching future business leaders how to think analytically and make better decisions Extremely user friendly the text caters to a variety of learning styles as it presents key analytical concepts in several ways including tabular analysis graphical analysis and algebraic analysis Students learn in a format with which they are comfortable making difficult material more accessible and easier to understand The new 12th edition is concise current and cutting edge with an exciting and extremely relevant new focus on green businesses and business developments in the examples and applications The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics such as game theoretic tactics information economics and organizational architecture Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Economic and Financial Analysis for Criminal** Justice Organizations Daniel Adrian Doss, William H. Sumrall III, David H. McElreath, Don W. Jones, 2013-10-28 From small law offices to federal agencies all entities within the justice system are governed by complicated economic factors and face daily financial decision making A complement to Strategic Finance for Criminal Justice Organizations this volume considers the justice system from a variety of economic and financial perspectives and introduces Foundations of Airline Finance Bijan Vasigh, Zane C. Rowe, 2019-07-02 There are few industries that have had a more profound impact on business and society over the last century than aviation This book is an accessible up to date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance Understanding finance is critical in any industry however the financial track record of the airline industry places even more importance on effective financial management Foundations of Airline Finance provides an introduction to the basics of finance including time value of money the valuation of assets and revenue management and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition and features an expanded chapter on aircraft leasing and many new international case examples This thorough introduction to aviation finance is valuable reading as a general introductory financial text or as reading in CFA Program Curriculum 2019 Level I Volumes 1-6 Box Set CFA specialized airline finance classes Institute, 2018-08-27 Clear concise instruction for all CFA Program Level I concepts and competencies for the 2019 exam The same official curricula that CFA Program candidates receive with program registration is now publicly available for purchase CFA Program Curriculum 2019 Level I Volumes 1 6 provides the complete Level I curriculum for the 2019 exam delivering

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