W. BRUCE ALLEN KEITH WEIGELT NEIL DOHERTY EDWIN MANSFIELD

MANAGERIAL ECONOMICS

THEORY, APPLICATIONS, AND CASES

SEVENTH EDITION



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Ying-Ying Zheng

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book presents recently developed intelligent techniques with applications and theory in the area of engineering management The involved applications of intelligent techniques such as neural networks fuzzy sets Tabu search genetic algorithms etc will be useful for engineering managers postgraduate students researchers and lecturers. The book has been written considering the contents of a classical engineering management book but intelligent techniques are used for handling the engineering management problem areas This comprehensive characteristics of the book makes it an excellent reference for the solution of complex problems of engineering management The authors of the chapters are well known researchers with their previous works in the area of engineering management Optimal Enterprise Mikhail V. Belov, Dmitry A. Novikov, 2021-07-28 In the modern world most gross product is created within Enterprise firms project programs state agencies transnational corporations and their divisions as well as various associations and compositions of the above entities Enterprises being on the one hand complex and on the other hand widespread systems are the subject matter of cybernetics system theory operations research management sciences and many other fields of knowledge However the complexity of the system obstructs the development of mathematically rigorous foundations for Enterprise control Moreover methods of operations research and related sciences which are widely used in practice provide optimization of the constituents of an Enterprise without modeling it as a whole system But the optimization of parts does not lead to the optimality of the whole and also the absence of top down and holistic mathematical models of Enterprise contradicts the principle of holism and the system approach The approach in this book looks first at Enterprise Systems and their essential aspects as complex sociotechnical systems composed of integrated sets of structural and process models Chapters 1 and 2 A uniform description of all the heterogeneous fields of the modern Enterprise marketing sales manufacturing HR finance etc is then made and the Enterprise Control Problem is posed as a top down and holistic mathematical optimization problem Chapter 3 Original models and methods of contract theory Chapter 4 technology management Chapter 5 human behavior and human capital Chapter 6 and complex activity and resource planning Chapter 7 are developed to solve the problem Structural processes and mathematical models constitute an Optimal Enterprise Control Framework Chapter 8 that provides a practical solution to the Enterprise Control Problem This book is a resource for postgraduate and doctoral students postdoctoral researchers and professors with research interests in the following fields of science Fundamental Complex Systems study Complex Systems Engineering Enterprise Systems Engineering Applications of Operations Research Optimization Probability and Stochastic processes to Management Science Economics and Business Theory of the Firm Business and Management general strategy leadership organization management operations management and management information systems Theory of Business Processes Business Processes Improvement and Reengineering The American Economic Review ,2006-06 Managerial Economics and Operations Research Edwin Mansfield, 1966 **Managerial Economics and Operations**

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