


[DOWNLOAD](#)


## Gen Combo Managerial Economics Business Strategy; Connect Access Card

By Michael Baye

McGraw-Hill Education, 2016. Book. Condition: New. 9th ed.. Language: English . Brand New Book. This ninth edition of Managerial Economics and Business Strategy has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success. By teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. This edition retains the emphasis on real-world examples and modern topics along with unique coverage found nowhere else: oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, principal-agent problems, raising rivals costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms.



[READ ONLINE](#)

[ 4.08 MB ]

### Reviews

*An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. It has been written in an exceptionally basic way and it is only right after I finished reading this ebook in which it in fact modified me, affected the way I really believe.*

-- Beverly Hoppe

*Extremely helpful for all classes of individuals. Better than never, though I am quite late in starting to read this one. I realized this publication from my mom and dad suggested this ebook to discover.*

-- Adela Schroeder II