



Managerial Economics: Theory, Applications, and Cases, Seventh Edition

By Keith Weight,W. Bruce Allen

Viva Books Private Limited, 2010. Softcover. Book Condition: New. 5th or later edition. The MOST relevant content of any Managerial Economics Text. There is significant coverage of the economic crisis of 2008 and 2009. Bear Stearns, Lehman Brothers, Washington Mutual, and hazard, principal agent, adverse selection, and risk analysis ? all critical for understanding the crisis ? are treated at length and in depth. The MOST experienced authors have created a text for the twenty-first century. For over ten years, Bruce Allen, Keith Weigelt, and Neil Doherty have taught the Managerial Economics course at the Wharton School of Business at the University of Pennsylvania. Managerial Economics, Seventh Edition, reflects the modern course that has evolved at Wharton. The theme of competitive strategy is maintained throughout the text; and the coverage of pricing is the most inventive available. The MOST up-to-date case studies of any text. Managerial Economics, Seventh Edition, has nearly 100 real-world case studies, called Strategy Sessions. These sessions show students how managerial economics is practiced, using many case studies based on business news from, and events that have occurred in, 2005, 2006,2007,2008, and even 2009. The MOST emphasis on problem solving of any Managerial Economics text. Solving problems..



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