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managerial economics is to provide economic terminology and reasoning for the improvement of managerial decisions. Most readers will be familiar with two different conceptual approaches to the study of economics: microeconomics and macroeconomics. Microeconomics studies phenomena related to goods and services

Principles of Managerial Economics

Managerial economics helps managers who direct limited resources, time and space -- to do their job more effectively. Managerial economics, which merely provides explanations -- for instance, about how markets work. Managerial Economics in Practice

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