

<<Managerial Economics>>

图书基本信息

书名：<<Managerial Economics With Infotrac College ed.10th ed.用Infotrac管理经济>>

13位ISBN编号：9780324183306

10位ISBN编号：0324183305

出版时间：2002-6

出版时间：Oversea Publishing House

作者：Mark Hirschey

页数：771

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## <<Managerial Economics>>

### 内容概要

The tenth edition of this market-leading text continues its tradition of providing a solid foundation of economic understanding for use in managerial decision making. It offers a practical treatment of economic theory and analysis in an intuitive, calculus-based format. Its focus is on presenting those aspects of economic theory and analysis that are most relevant to students of business administration, and a wide variety of examples and simple numerical problems are used to illustrate the application of managerial economics to a vast assortment of practical situations. The nature of the decision process and the role that economic analysis plays in that process are emphasized throughout. This major revision is designed to maximize accessibility for a student audience with little or no background in economics, and no previous training in calculus.

## <<Managerial Economics>>

### 作者简介

Mark Hirschey is the Anderson W. Chandler Professor of Business at the University of Kansas, where he teaches undergraduate and graduate courses in managerial economics and finance. He also is president of the Association of Financial Economists and a mem

<<Managerial Economics>>

书籍目录

Preface PART 1 OVERVIEW OF MANAGERIAL ECONOMICS 1 Nature and Scope of Managerial Economics 2 Economic Optimization 3 Demand and Supply PART 2 DEMAND ANALYSIS 4 Demand Analysis 5 Demand Estimation 6 Forecasting PART 3 PRODUCTION AND COST ANALYSIS 7 Production Analysis and Compensation Policy 8 Cost Analysis and Estimation 9 Linear Programming PART 4 MARKET STRUCTURE ANALYSIS AND ESTIMATION 10 Perfect Competition and Monopoly 11 Monopolistic Competition and Oligopoly 12 Pricing Practices PART 5 LONG-TERM INVESTMENT DECISIONS 13 Regulation of the Market Economy 14 Risk Analysis 15 Capital Budgeting PART 6 SUMMARY 16 Organization Structure and Corporate Governance 17 Public Management Appendix A: Compounding and the Time Value of Money Appendix B: Interest Factor Tables Appendix C: Statistical Tables Selected Check Figures for End-of-Chapter Problems Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介, 请支持正版图书。

更多资源请访问:<http://www.tushu007.com>