

<<管理经济学>>

图书基本信息

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内容概要

为什么需要了解管理经济学？
如何分析消费者需求和生产成本？
各种不同的定价策略和投资政策的具体含义是什么？
政府的政策如何影响企业的决策？
本书对上述问题及其他有关问题作了清楚而确切的解释。

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The essence of business economics
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