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Managerial Economics, 8th Edition | Wiley

William F. Samuelson and Stephen G. Marks are the authors of Managerial Economics, 8th Edition, published by Wiley.

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Managerial Economics by William F. Samuelson

The 7th Edition of Managerial Economics continues to provide real-world examples and necessary decision-making skills for making thoughtful and advantageous managerial decisions. Samuelson & Marks build on their strong behavioral coverage to better target this current and "hot topic" in business. This new edition includes general updates and revisions throughout including updated sections on behavioral economics, game theory, and price theory, and new problems for every chapter.

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William F. Samuelson and Stephen G. Marks are the authors of Managerial Economics, 8th Edition, published by Wiley. --This text refers to the paperback edition.

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William F. Samuelson is professor of economics and finance at Boston University School of Management. He received his B.A. and Ph.D. from Harvard University. His research interests include game theory, decision theory, bidding, bargaining, and experimental economics.

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Samuelson, William. Managerial economics/William F. Samuelson, Stephen G. Marks. -7th ed. p. cm. ISBN 978-1-118-04158-1(hardback) 1. Managerial economics. 2. Decision making. I. Marks, Stephen G. (Stephen Gary) II. Title. HD30.22.S26 2012 338.5024'658—dc23 2011029116 Printed in the United States of America 10987654321 FM.qxd 10/25/11 5:59 PM Page iv

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LO-13. Identify the relationship between a perfectly competitive market structure and managerial decision making. LO-14. Examine equilibrium in the short run and long run and the dynamics of entry and exit. LO-15. Explain the dynamic Evaluation Grading: Name Grade % Materials Book Title: Managerial Economics, 8th ed. Author: Samuelson and Marks

ECON600 - American Public University System

Description: Samuelson and Marks' Managerial Economics, 8th Edition provides a detailed introduction to managerial economics for undergraduates, MBAs, and executives. This text illustrates the central decision problems managers face and provide the economic analysis they need to guide these decisions.

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1. Using the microchip example, depict the demand curve, briefly note its properties and demand equation (in both forms).
2. Next focus on revenue, noting the tradeoff between price and quantity.

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