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# Economics For Managers

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**Economics for Managers** Phillip Crowson, 1985-04-11

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use in business practice and need to know Economics for managers directors and executives is centered on bringing economic principles to bear on business practices and business strategies Of course decisions are made and strategies are crafted within an organization perhaps a business firm nonprofit organization or government agency Regardless organizations face countless problems requiring decisions or strategies to accomplish some mission or to achieve some objective subject to constraints competitive or otherwise Certain economic principles guide and lead to decisions and strategies that minimize exposure to adverse effects on organizational performance or that maximize favorable effects on organizational performance Principles practices and strategies have purpose in their application to solving problems minimizing threats and realizing opportunities Economics for Executives has purposeful intent It is meant to develop comprehension of and comfort in application of economics actually used in business practice Moreover it is meant to address the economics that managers directors and executives really need to know for meaningful careers in business Of course this intent leaves out theories abstractions concepts and constructs that might have significance and importance in other contexts such as public policy but not for business practice

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**Economics for Managers**, 2005 A selection of readings covering international economics managerial economics and the impact of globalisation

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*Managerial Economics* Ian M. Dobbs, 2000 useful as a reference text for practising managers Aslib Book Guide Vol 65 No 7 July 2000 Concentrating on economic models rather than trendy strategy frameworks each chapter is illustrated with small examples not full cases which is what one wants Peter Buckley professor of international business University of Leeds The Times Higher Education Supplement May 2000 This text is designed for intermediate and final year undergraduate first year graduate and MBA programmes in managerial economics and applied microeconomic analysis Written in a clear and accessible style it covers all areas of managerial economics courses and complements theoretical concepts with practical applications It includes lists of key terms chapter summaries review questions and a reference section

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