

## **Managerial Economics**

William F. Samuelson, Stephen G. Marks



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This title presents the right tools to guide real decisions. When you're climbing a mountain, you have to carefully consider every step if you want to reach your goal. You need to know how your tools will actually perform on the mountain. It also helps to have a trusted guide who knows the way. The same holds true in today's highly competitive, global business environments. The decisions managers make are more complex and critical than ever before. You need to understand how to use economic analysis techniques to make real business decisions. When it comes to making real-life decisions based on sound economic analysis, there is no better guide than Samuelson and Marks' "Managerial Economics, 5th Edition". Featuring many detailed, real-world examples, as well as strong coverage of decision making under uncertainty, game theory, and international topics, this practical text equips you with the right tools you need to make smart decisions. This book contains updated and revised chapters on making decisions under uncertainty (Chapters 8 and 9). New discussions of behavioral economics, including such issues as bounded rationality, sunk-cost fallacies, decision-making heuristics and biases, and the winner's curse. Updated and expanded coverage of corporate incentives and governance. Incorporates new developments in the areas of technological change, network economies, and internet economics. Updated applications and revised end-of-chapter problems.

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