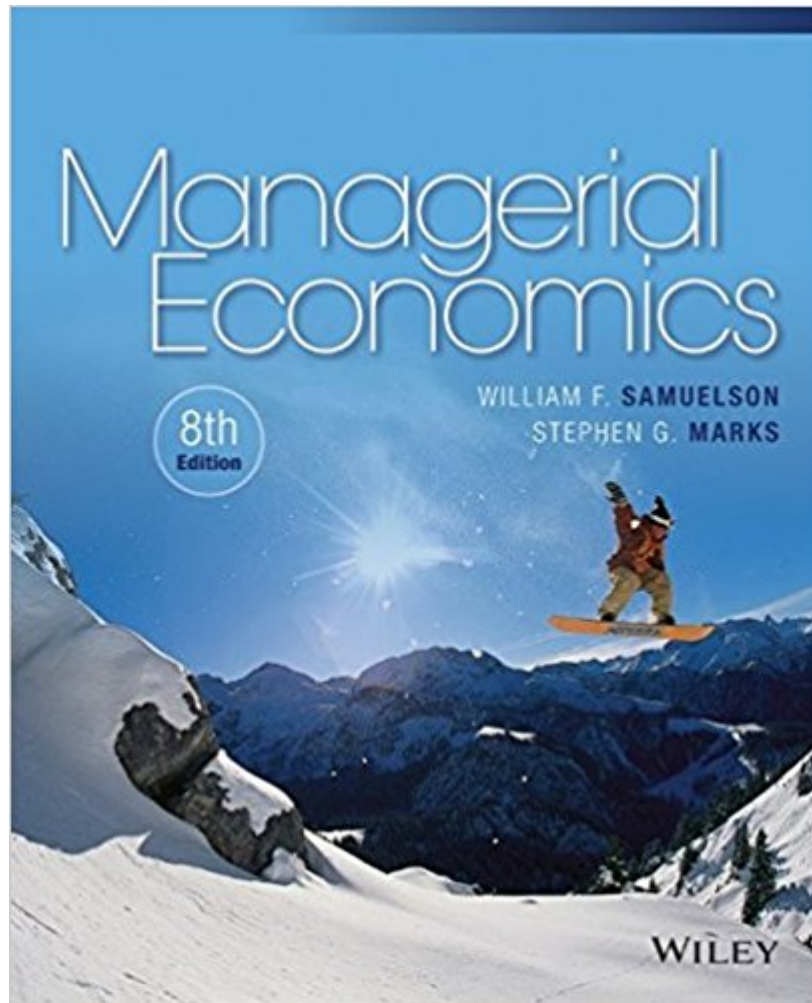




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Managerial Economics



Synopsis

Samuelson & Marks's 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.

Book Information

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Customer Reviews

I rented this textbook for school purposes, not for pleasure, but it is an excellent text! The authors really make it user friendly, especially the mathematical explanations, both algebraic and calculus. I also like how after a new concept was explained there was a sample problem to be done right there so the process was fresh in the readers mind; it has been a long time since I was in a math class so I found that extremely helpful. There are two things that I dislike about this text, one is that it has no glossary, but the definition of terms in the text makes up for that. They are clearly defined and not just in one chapter, if the term comes up again in a different scenario it is defined again. The other thing I didn't really like about the text was that it was a bit repetitive the beginning and end of each chapter making the text longer, the only perk to this is that each time it repeated itself it built upon the idea a bit building a better understanding.

It has lesson objectives, summaries, nuts and bolts, and appendices for every chapter. It is relatively simple, clear, thorough, and explains how to do the work on spreadsheets. Entire book was in tact, including publishing info, and it arrived quickly. I will do business here again!

The book at times is not easy to follow, but it does give you a great review of managerial economics.

Each chapter are brief and concise love it!

great way to handle college books!

Just!

The condition of the book is quite good.

Unnecessary revision to a mediocre textbook.

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