



Managerial Economics: Economic Tools for Today's Decision Makers

By Paul G. Keat, Philip K.Y. Young

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For upper-level undergraduate and first year MBA courses in Managerial Economics in departments of Economics and Finance. This text features a running case study that explores the decision-making processes of managers within Global Foods, a hypothetical company. It creates a vivid, dynamic business setting that highlights microeconomic theory and the tools of quantitative analysis used in management decision-making. In addition, actual business examples from the popular press-including numerous international examples-are incorporated into the chapters to reinforce the connection between economics and real business situations.

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