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Managerial economics, meaning the application of economic methods to the managerial decision-making process, is a fundamental part of any business or management course. It has been receiving more attention in business as managers become more aware of its potential as an aid to decision-making, and this potential is increasing all the time.

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Chapter 1 Video Lecture Managerial Economics: A Problem Solving Approach by Luke Froeb, Brian McCann Summary of Main Points Chapter 1-- Problem solving requires two steps: First, figure out why ...

Chapter 1 - Introduction: What this Book is About

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