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Foundations of Managerial Economics

By B.N. Ghosh

Ane Books Pvt. Ltd, 2011. Softcover. Book Condition: New. First edition. The book is designed primarily for the MBA students of Kerala University. It covers all the topics prescribed in the latest syllabus and makes an attempt to present every topic in a lucid and incisive manner without any rigmarole or humpty dumptyness. It incorporates latest theoretical and empirical developments in every topic discussed. Numerous illustrations, examples, tables and diagrams have been used to help the students to get to know the meat of the matter in every chapter. Salient features: ? The book is made precisely concise and students friendly in treatment. ? Managerial relevance of every chapter is made compelling and clear. ? Contemporary topical issues are analysed at relevant places. ? The discussion is made simple and to the point without compromising the analytical facets and facts. ? Test Your Knowledge Questions and a list of important References are provided at the end of each chapter. Contents 1. Conceptualising Managerial Economics; 2. Demand-Supply Construct, Elasticities and Demand Forecasting; 3. Analysis of Production; 4. Theory of Costs and Break-Even Analysis; 5. Market Structure, Output and Pricing Decisions; 6. Management of Wages and Profits; 7. Market Failure, the Government and...



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