

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$569.00

Editorial:

Año: 2008

Tema:

Edición: 9ª

Sinopsis

ISBN: 9780071286749

Teaches students how to use microeconomic theory to analyze business decisions. This book explores the market forces that create both opportunities and constraints for business enterprises.

Thomas and Maurice's "Managerial Economics" teaches students how to use microeconomic theory to analyze business decisions. In a clear and engaging writing style, Christopher Thomas carries on the tradition he and Charles Maurice shepherded for eight previous editions in the 9th edition. The 9th Edition explores the current market forces that create both opportunities and constraints for business enterprises. The book has enjoyed success in part because of its mid-level of rigor, clarity of presentation, and end-of-chapter material.