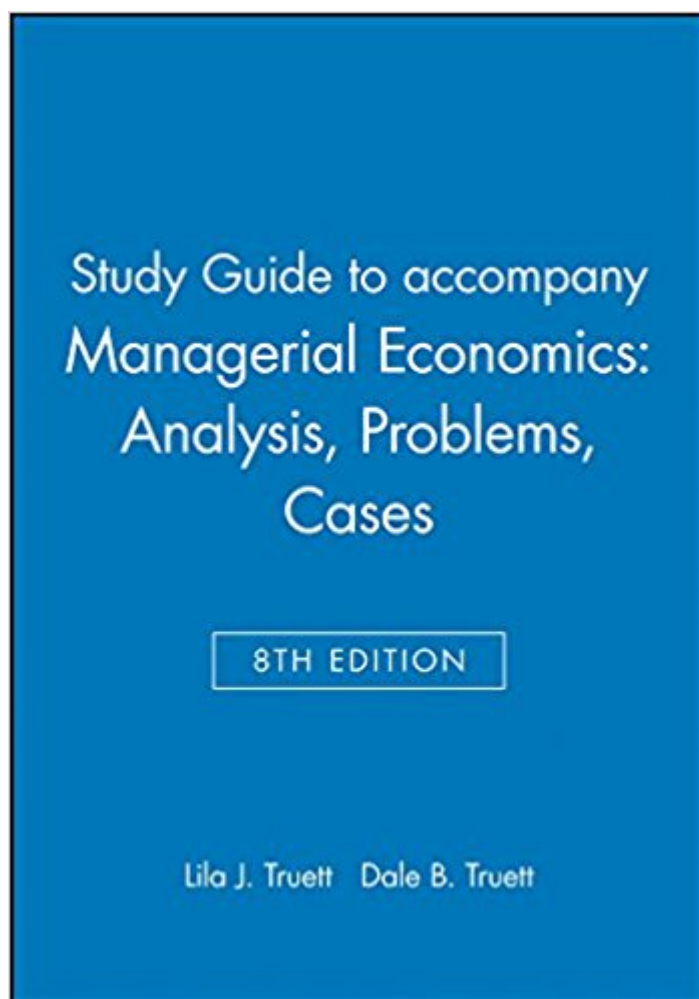




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Study Guide To Accompany Managerial Economics: Analysis, Problems, Cases



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Truett and Truett's Eighth Edition shows how to use economic analysis to solve problems and make effective decisions in the complex world of business. The highly successful problem-solving approach, clear and accurate presentation of economic theory, and outstanding cases combine to make the best presentation of managerial economics yet.* Walks readers step by step through specific types of problems, including elasticity calculations, cost minimization, and profit maximization.* Shows how real-world firms have addressed issues discussed in the book.* Emphasizes the global aspects of managerial economics and its application in the international marketplace.

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