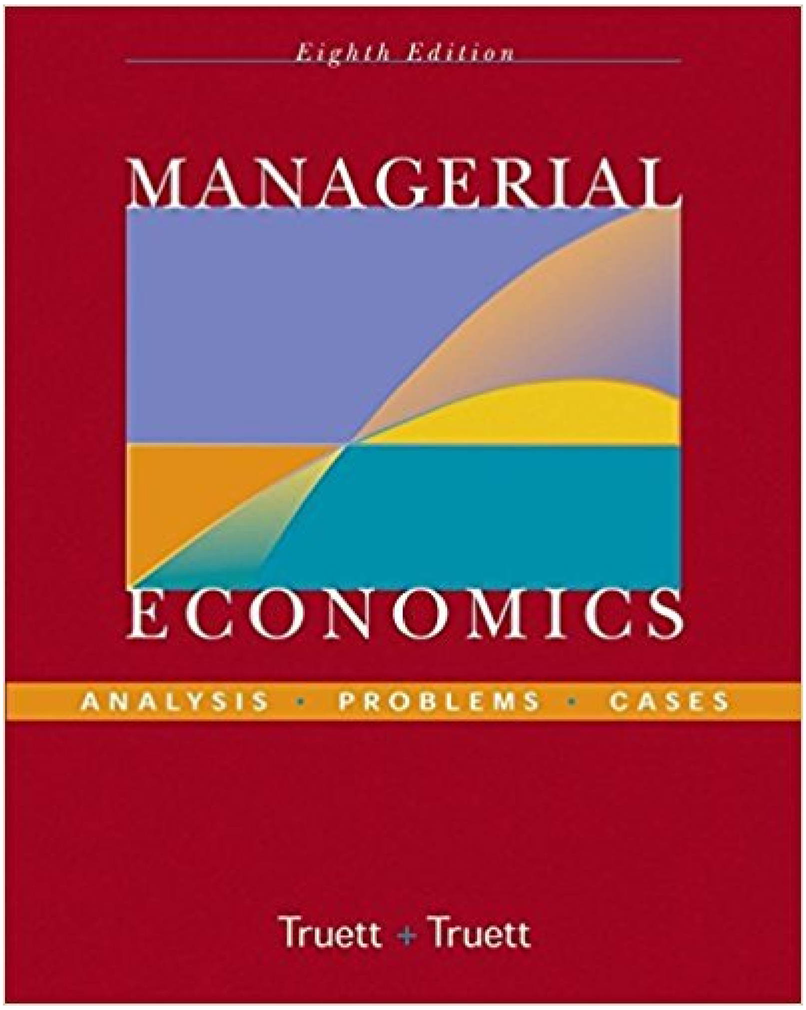
Managerial Economics: Analysis, Problems, Cases



Synopsis

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.

Book Information

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Customer Reviews

Make smart decisions based on sound economic analysis! Featuring a proven, problem-solving approach, Truett & TruettÃ¢â ¬â„¢s new Eighth Edition shows how to use economic analysis to make effective managerial decisions in todayÃ¢â ¬â„¢s complex business environment. The text provides a clear, concise, and current description of the principles of microeconomic decision making, along with ample problems, examples, and cases that illustrate how to apply those principles in the real world. New updated and revised, the Eighth Edition presents the latest thinking in the field including a new chapter on Games, Information, and Strategy, a new introduction featuring Ã¢â ¬Å“10 principles of economics for managers,Ã¢â ¬Â• which highlight the role of managerial economics in helping managers to make sound decisions, a revised discussion of linear demand curve and marginal revenue, updated real-world examples, and additional end-of-chapter questions and problems. Additional highlights: Numerical examples identify the steps that you must rake to solve specific types of problems, including elasticity calculations, cost mini mization, profit maximization, present value, and more. Managerial Perspectives boxes provide high-interest, current examples of how real-world firms have addressed issues and economic problems discussed in the text. Extended International Capsules present a global perspective of managerial economics as it is applied in the international marketplace. Integrating Cases challenge you to use what youÃ¢â ¬â„¢ve learned in making smart decisions on complex issues. End-of-chapter problems provide a wide range of exercises that will help you enhance your ability to apply the techniques presented in the chapters.

Professors Lila J. Truett and Dale B. Truett teach managerial economics and a number of other economics courses at The University of Texas at San Antonio. Lila Truett (Ph.D., University of Iowa) served an unusually long tenure as Director of the Division of Economics and Finance at UTSA and has also served on the Governing Board of the Southern Economic Association. Dale Truett received his Ph.D. form the University of Texas at Austin and has served as an academic administrator both at UTSA and at Florida International University, where he was founding chairman of the Department of Economics. From 1997 - 2002 he held an Ashbel Smith Professorship, the highest distinction for schlorship and research at UTSA. The Truetts have a great deal of consulting experience, including work with a number of Fortune 500 and Fortune 100 firms.

This book is really not as bad as people make it out to be. Its not amazing, but it doesn’t deserve all the terrible feedback either. It includes important concepts such as profit maximization, economic forecasting and many more important topics that a business person should be familiar with. At first it was hard for me to understand the book, but its one of those things that comes to you as you read more and more and voilÃƒÂ all of a sudden you feel enlightened. At my University we are doing the calculus part of the problems not the stats, but I imagine stat problems are just as good. If you do not know calculus I highly recommend studying it before you look at this book.

I personally had the honor to take Professor Dale Truett’s class in managerial economics. Although Dr. Truett knows far more than the average scholar of economics, it is best he sticks to the real thing, rather than trying to write a book about it. It is one of the hardest texts I have ever had to read...

I am currently taking a MBA class and this text book is being used. In just a few weeks I find this worst textbook I have ever used. The explanations to concepts are unclear. There are very few examples utilizing the concepts. Many of the answers to problems are incorrect to the point our teacher list the errors when assigning the homework. The study guide is of no help since it does not even explain how to do the problems. There has to be some other text out there that is better than this one.

This text manages to incorporate incomprehensible examples, incorrect answers to the problem sets, and overly complex explanations into a mere 768 pages. I've resorted to Google searches on key macroeconomic terms to get through this course. If I could give it no stars, I would. In a word - awful.

I teach college-level economics and this is the hardest textbook for students to understand. Most of my students do not like this textbook at all. It's explanations are very complex and the graphs are worse. Do not buy this textbook! There are so many more Economic textbooks on the market that are better than this one.

This textbook will help you to understand the economic concepts and applications of tools in economy.The cases are quite good in that they give you complete pictures of what you are learning in the chapter. I recommend for this text.

good seller~! i got it fairly soon after the purchase...book is in really good condition.

Study Guide to accompany Managerial Economics: Analysis, Problems, Cases Managerial Economics: Analysis, Problems, Cases Prostate Problems Home Remedies, How To Fight Prostate Problems At Home, Get Rid Of Prostate Problems Fast!: Back On Track - Fighting Prostate Problems At Home Managerial Economics & Business Strategy (Mcgraw-Hill Economics) Managerial Economics & Business Strategy (Mcgraw-Hill Series Economics) Managerial Economics (The Mcgraw-Hill Economics Series) Managerial Economics and Strategy (2nd Edition) (The Pearson Series in Economics) Managerial Economics & Organizational Architecture, 6th Edition (Irwin Economics) Managerial Economics: Theory, Applications, and Cases (Eighth Edition) Managerial Economics: Theory, Applications, and Cases (Seventh Edition) Horngren's Financial &

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