



Managerial Economics: Foundations of Business Analysis and Strategy

Christopher R. Thomas, S. Charles Maurice

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The goal of Thomas and Maurice's "Managerial Economics" is to teach students the economic way of thinking about business decision and strategy. This edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing the daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. "Managerial Economics" is a self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 11th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

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Phoenix2 says

An okay book for some managerial economics even for those who have just started economics and have not really a good familiarity with the subject.

Jackie says

I read this for grad school and it is a really interesting topic if you are interested in learning more about Economics. It's a text book but it was interesting and I liked for a text book.

Ctank228 says

Not enough white space, no completed scenarios at the end of the chapter, usage of acronyms after explaining it 1x remotely and written in complicated nonsensical language. Written by smart ppl who do not know how to teach! Reading this book gave me a headache.
