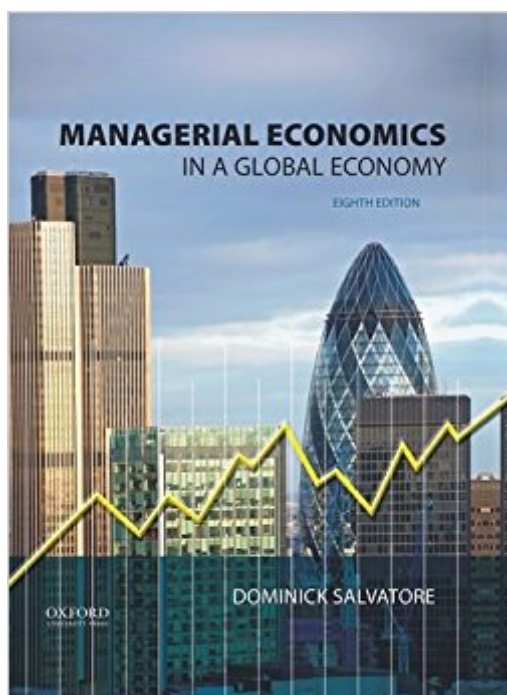


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Managerial Economics In A Global Economy



Synopsis

Reflecting the highly globalized nature of tastes, production, labor markets, and financial markets in today's world, *Managerial Economics in a Global Economy*, Eighth Edition, presents the theory of the firm as a unifying theme to examine the managerial decision-making process. Adopting a global perspective, it synthesizes economic theory, decision science, and business administration studies, examining how they interact as a firm strives to reach optimal profitability and efficiency in the face of modern constraints. Features * Integrates examples, data, and theories on the international ramifications of managerial decisions into the entire text, rather than segregating the material in a separate chapter* Incorporates 127 case studies, showing how firms actually reach managerial decisions today * Offers instructors maximum flexibility with a modular structure that is suitable for both full-term and briefer courses, and can be used with or without calculus* Includes a robust instructor ancillary package for adopters

Book Information

Hardcover: 792 pages

Publisher: Oxford University Press; 8 edition (July 14, 2014)

Language: English

ISBN-10: 0199397120

ISBN-13: 978-0199397129

Product Dimensions: 9.4 x 1.4 x 7.8 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 3.7 out of 5 stars 14 customer reviews

Best Sellers Rank: #35,074 in Books (See Top 100 in Books) #62 in Books > Business & Money > International > Economics #75 in Books > Textbooks > Business & Finance > Economics > Microeconomics #83 in Books > Business & Money > Economics > Microeconomics

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Dominick Salvatore is Distinguished Professor of Economics and Business at Fordham University in New York and Director of the Global Economic Institute. He is Honorary Professor at Shanghai

Finance University, Hunan University, University of Pretoria, and LUM (Free University of the Mediterranean). Consultant to the Economic Policy Institute, several central banks, multinational corporations, and global banks, Dr. Salvatore is the author of more than fifty books and many articles in economic and business journals.

I have read my share of text books. My undergrad degree was in engineering, but this book is by far the least explanatory text book that I have ever encountered. The text is really heavy on the definitions and theories. I get it, that stuff is important, but when it comes to applying those things the book just glosses over the details. The problems at the end of each chapter are not any better. I could not recommend this book to anybody. Though it does not matter much since students are not the ones that pick their text books.

It was the wrong book for my class. However, I ended up keeping it as the book was just different enough to give me and international perspective on the same issues that we were discussing in this class. It gets four stars because it is written in a way that seems it has all the answers, which no book has. However, it is not too hard of a read and is a fantastic place to start a journey in managerial economics.

Worst text book I've ever used, even worse than my tax accounting books for Advanced taxation. This book has every single thing you could ever need, but completely fails at explaining or even providing examples of the concepts discussed within the chapters. Tie it with a professor who is inefficient at teaching, it creates a deadly combination.

The physical book quality was fine. This is prob one of the least student friendly books I have ever had. Bad text!

Overall the book is OK but when receiving the book it was falling apart. I did not send book back because I did not want to miss any work to my class being that this is the main book for our course. I taped it back together; I just hoped that I do not be penalize for the shape of the book being that is how it was when I received it.

Awesome!

Excellent format and explanations

The book has all the content that should be there. Very helpful and useful

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