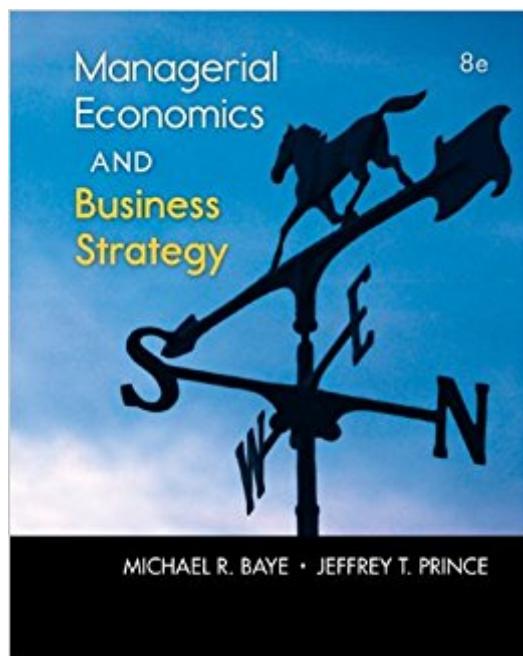


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# Managerial Economics & Business Strategy (Mcgraw-Hill Economics)



## **Synopsis**

Baye and Prince's bestselling Managerial Economics and Business Strategy provides a complete solution designed to help students use tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. Now fully integrated within McGraw-Hill's Connect platform, the 8th edition provides instructors with new ways to assess student performance in the managerial economics course. Students benefit from LearnSmart's adaptive learning modules, designed reinforce core concepts in each chapter. A range of print and digital formats combined with frontier research, inclusion of modern topics, and balanced coverage of traditional and modern microeconomics produce a new offering that is easier to teach from and more dynamic and engaging for students. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

## **Book Information**

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## **Customer Reviews**

Don't bother with buying the Kindle edition for accessibility. The publisher has disabled the text-to-speech function for this book, so you can't listen to it. I contacted the publisher to try and convince them to please allow to turn this feature back on for their Kindle e-book reader (which I was told by is normally the default) but I got nowhere. told me directly that this publisher had chosen to turn this feature off on their book. Making an educational textbook inaccessible to those with disabilities is not acceptable.

Terrible textbook. Terrible HW problems at the end of the chapter and reads like the author is used to writing a math textbook. However, like most of you reading this, you are probably required to get it. Advice? RENT IT! Do not waste any money on buying it. You will not reference it in the future.

This recaps a lot of the things from my undergrad days and also introduces some new topics (I'm guessing what would be upper-division Econ classes). The layout is very easy on the eyes and the concepts are pretty easy to follow. I kinda wish I would have reviewed Calculus prior to reading some of this though.

Arrived Promptly, and as described. No surprises, and can confirm that book content is nearly the same as the most recent edition. PRACTICE PROBLEMS ARE NOT THE SAME AS THE NEW EDITION, nor should you expect them to be. Would strongly recommend as a cheaper alternative to the current book edition, if your homework is provided separately.

This is a terrible excuse for a textbook. There are a lot of holes in the instruction. The demonstration problems skip steps, so it is easy to get lost. They switch variables around in the same chapter. Very disorganized and hard to learn from. Should be \$10.

This book is excellent. It is well organized by chapter and gives plenty of examples. While it does shy away from doing any non-basic calculus, it is very math and model-centric, just as economics should be.

This book is clearly written for someone who already has a thorough understanding of economics. Unfortunately, my professor selected it as the text and I just had to deal with it. It can be read, you will just need patience.

The book gives good examples, however it takes the author a long time to get to his point with a few of the concepts.

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