



# Managerial Economics: Theory, Applications, and Cases

*By W. Bruce Allen, Neil A. Doherty, Keith Weigelt, Edwin Mansfield*

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Economic decisions are at the heart and soul of modern business and almost every business process has been subjected to economic analysis. Much of this analysis is applied microeconomics, in one form or another. Recently the emphasis in managerial economics courses has swung towards business studies and this new edition reflects this shift. Two chapters on traditional topics have been dropped and new chapters have been introduced on important and contemporary subjects.

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**Managerial Economics: Theory, Applications, and Cases** By W. Bruce Allen, Neil A. Doherty, Keith Weigelt, Edwin Mansfield Bibliography

- Sales Rank: #3338341 in Books
- Published on: 2002-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 7.25" w x 1.50" l, 1.10 pounds
- Binding: Hardcover
- 808 pages

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About the Author

**W. Bruce Allen** is professor of business and public policy, regional science, and transportation at the Wharton School of the University of Pennsylvania. **Neil A. Doherty** is Ronald A. Rosenfeld Professor and professor of insurance and risk management at the Wharton School of the University of Pennsylvania. **Keith Weigelt** is professor of strategy at the Wharton School of the University of Pennsylvania. **Edwin Mansfield** was a longtime professor of economics at the University of Pennsylvania. His textbooks have been a staple in economics courses at thousands of colleges and universities around the world.

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