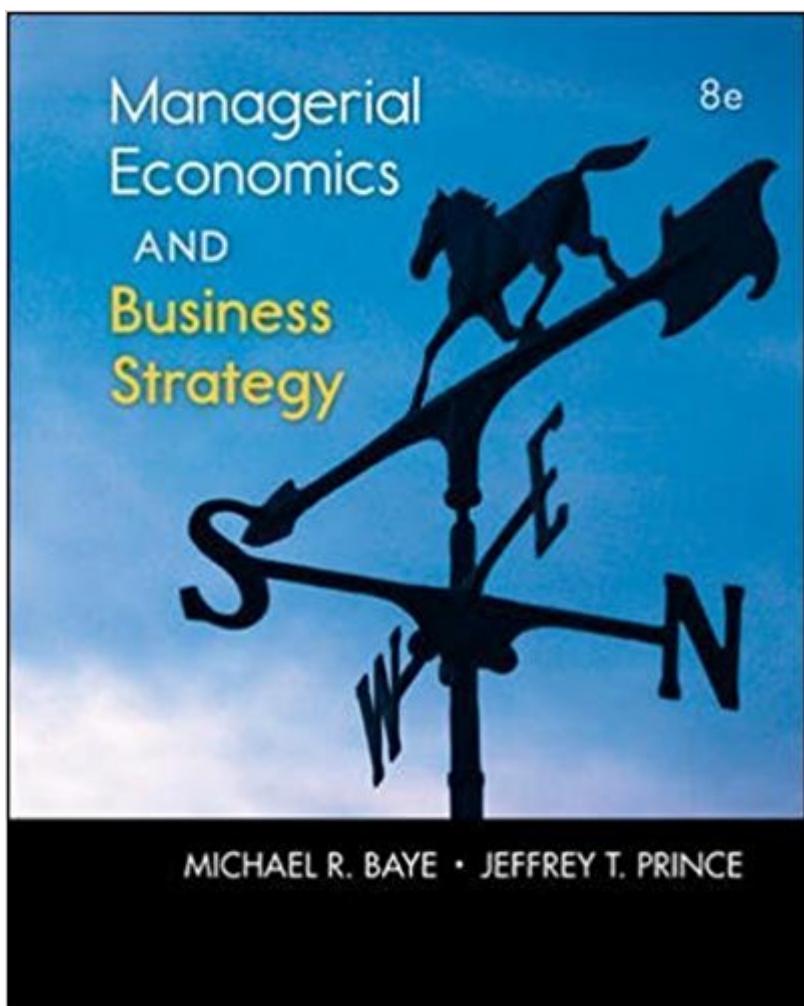


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Managerial Economics & Business Strategy (Mcgraw-Hill Economics)



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

Michael R. Baye. University of Indiana

This was a required textbook for my Applied Business Economics class in my university. I will say that the book does a good job giving students examples with the book and showing how the answer was found. However, there was a shortage of practice problems for the students to work through the book. This is one of the most useful ways I learn so to have such few problems to work through

proved a hindrance to me. One thing I found confusing were the "real business world" scenarios that were given in the beginning of each chapter. Their purpose was to show how what was covered in the chapter would help in that kind of scenario. This was a nice idea that I was excited about, but the more chapters I went through the less I felt this situations really had to do with the lessons. They're interesting but didn't really help the lesson stick in my mind. This book is straight forward and a helpful tool when learning economics, but I didn't learn as easily as I would have liked from it because of the previously two mentioned issues.

The Connect code included in this purchase is worthless if an instructor hasn't signed up through McGraw-Hill. This is not obvious from the description or from McGraw-Hill's website. A significant element of the purchase is thus worthless unless your school has also paid. Now, I'm no economist (that's why I need this book!) but I'd say that paying for access to a service that is inaccessible to me is a poor use of my resources. I'll be buying future textbooks paper, and used.

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.

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.

Baye may try to remain current with new editions but, otherwise, I'm not impressed. The book can use some more "real world" case studies that aren't more than a half a page as chapter introductions and a half dozen or so topics on the book's website. Chapters only skim over topics, rarely link the topic back to a company application that the reader may be familiar with, and, in reality, the strategy part referred to in the title is missing. I see little research outside of the material that has been parroted from other versions of this text or similar work by other authors. Examples on how to calculate something does not equal strategy; defining what to do after collecting information

is strategy and then implementing it is called execution. Perhaps Mr. Baye can read up on Jim Collins, Ram Charan, and other people who do research on corporations and maybe even include actual quotes and examples of decisions made by managers using the topics in this book? After all, managerial economics is supposed to aide people in analyzing data and making decisions. Number one managerial economics text? I don't see why.

MHHE tend to have great compositions; this textbook is to the point with examples and many problems.

This is probably one the best books that I have read over management economics. It provides industry case studies, which is the mark of a good economics textbook. I work part-time for www.business-plans.com and we have to apply the concepts in this book for economic forecasting.

Had the e-book version; was a little densely packed so the charts were hard to follow. And the text was very closely aligned too.

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