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In The Program Era, Mark McGurl offers a fundamental reinterpretation of postwar American fiction, asserting that it can be properly understood only in relation to the rise of mass higher education and the creative writing program. McGurl asks both how the patronage of the university has reorganized American literature and—even more important—how the increasing intimacy of writing and schooling can be brought to bear on a reading of this literature. McGurl argues that far from occasioning a decline in the quality or interest of American writing, the rise of the creative writing program has instead generated a complex and evolving constellation of aesthetic problems that have been explored with energy and at times brilliance by authors ranging from Flannery O'Connor to Vladimir Nabokov, Philip Roth, Raymond Carver, Joyce Carol Oates, and Toni Morrison. Through transformative readings of these and many other writers, The Program Era becomes a meditation on systematic creativity—an idea that until recently would have seemed a contradiction in terms, but which in our time has become central to cultural production both within and beyond the university. An engaging and stylishly written examination of an era we thought we knew, The Program Era will be at the center of debates about postwar literature and culture for years to come. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Learn economics through real business examples. Hubbard/O'Brien explains the basics of economics by demonstrating how real businesses use economics to make real decisions everyday. This is something all readers can connect to, as they encounter businesses in their daily lives. And regardless of future career path—opening an art studio, doing social work, trading on Wall Street, working for the government, or bartending at the local pub—readers will benefit from understanding the economic forces behind their work. Persuasion is one of the oldest fields of academic study -- it dates back thousands of years. In our own era, persuasion has been studied primarily by means of the theories and methods of social science research. Numerous scholars have made contributions to our knowledge of persuasion, and the field has generated a wealth of intriguing concepts and an impressive body of knowledge on persuasion processes and effects. Persuasion is not simply a science, however -- it is also an art. Today there is a burgeoning persuasion industry that includes advertising, sales, public relations, political consulting firms, and a host of private and public companies that seek to change attitudes and influence social behaviors. USE SECOND PARAGRAPH ONLY FOR GENERAL CATALOGS... Written to enhance students' understanding of persuasion theory and its applications to everyday situations, this book presents an up-to-date review of persuasion theory and research. Attempting to show students how these theories can deepen our understanding of how persuasion is practiced in a variety of real-life situations, it is designed as a text for undergraduate students who wish to know more about concepts of "attitude" and "persuasion," as well as introducing graduate students

to theory and research in the field of persuasion. With a broad look at persuasion research, this volume examines psychological approaches to persuasion, interpersonal communication theories, and the interface between persuasion and mass communication, in particular mass media information campaigns. It examines research on cognitive processing of persuasive messages, compliance-gaining in interpersonal contexts, and the effects of large-scale health communication campaigns. The motivation for this book came out of a shared belief that what passed as 'theory' in operations management (OM) was all too often inadequate. In one respect, OM scholars were bending over backwards to make theories from other fields fit our research problems. In another, questionable assumptions were being used to apply mathematics to OM problems. This book provides a succinct summary of the core knowledge of OM through a set of ten fundamental principles that bring together a century of operations management thinking, and which cover all basic aspects of the core teaching covered at Master's level. Like a lens that brings the indistinct into focus, Parkin's Microeconomics introduces students to the art of seeing the invisible, teaching them interpret the story told by the economic indicators, uncover meaning hidden in the headlines, and gain a clear vision through economic analysis. An inspired teacher and crystal-clear writer, Michael Parkin has long been dedicated to helping students discover and apply the timeless principles of economics. Parkin invites students to: / See and understand the issues of our time in the brightest light, with the most compelling examples and clearest explanation. / Visualize economic principles in action using a widely acclaimed approach to graphical analysis. / Gain perspective on current economic events and today's principal economic thinkers through a series of carefully crafted features. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of the MyLab(TM)and Mastering(TM) platforms exist for each title, and registrations are not transferable. To register for and use MyLab or Mastering, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for the MyLab platform may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in managerial economics. This ISBN is for the MyLab combo card, which includes the MyLab access card, Pearson eText, and loose-leaf print edition (delivered by mail). A problem-based approach that uses real-world issues and examples from actual markets Managerial Economics and Strategy uses modern theories, business examples, and real data to illustrate how economic principles impact business decisions. Coverage of contract theory, behavioral economics, game theory, and pricing tools, along with economic problem sets and steps on how to solve them, are especially useful to future managers. With new discussions, mini-cases, and exercises in the 3rd Edition, students are well-prepared to apply what they've learned in the text and class to their decision-making in the real world. 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In addition to your purchase, you will need a course invite link, provided by your instructor, to register for and use Pearson eText. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab & Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab & Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in Managerial Economics. This package includes MyEconLab ® A Problem-based Approach that Uses Modern Theories and Real-world Examples Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. The Second Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises. Personalize Learning with MyEconLab MyEconLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. 0134472551 / 9780134472553 Managerial Economics and Strategy Plus MyEconLab with Pearson eText -- Access Card Package Package consists of: 0134167872 / 9780134167879 Managerial Economics and Strategy 013416976X / 9780134169767 MyEconLab with Pearson eText -- Access Card -- for Managerial Economics and Strategy For courses in managerial economics. ISBN is for the Pearson eText combo card, which includes the Pearson eText and loose-leaf print edition (delivered by mail). A problem-based approach that uses real-world issues and examples from actual markets Managerial Economics and Strategy uses modern theories, business examples, and real data to illustrate how economic principles impact business decisions. Coverage of contract theory, behavioral economics, game theory, and pricing tools, along with economic problem sets and steps on how to solve them, are especially useful to future managers. With new discussions, mini-cases, and exercises in the 3rd Edition, students are well-prepared to apply what they've learned in the text and class to their decision-making in the real world. Pearson eText is a simple-to-use, mobile-optimized, personalized reading experience that can be adopted on its own as the main course material. It lets students highlight, take notes, and review key vocabulary all in one place, even when offline. Seamlessly integrated videos and other rich media engage students and give them access to the help they need, when they need it. Educators can easily customize the table of contents, schedule readings and share their own notes with students so they see the connection between their eText and what they learn in class -- motivating them to keep reading, and keep learning. And, reading analytics offer insight into how students use the eText, helping educators tailor their instruction. NOTE: Pearson eText is a fully digital delivery of Pearson content and should only be purchased when required by your instructor. This ISBN is for a Pearson eText access code plus a loose-leaf print edition (delivered by mail). In addition to your purchase, you will need a course invite link, provided by your instructor, to register for and use Pearson eText. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. For courses in Managerial Economics. A Problem-based Approach that Uses Modern Theories and Real-world Examples Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. The 2nd Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises. For courses in microeconomics. Significantly revised and updated with new real-world examples, exercises, and applications, this edition remains the premiere microeconomics text to marry formal theory with robust, thoroughly analysed real-world problems. Intended as an intermediate microeconomics text, Perloff introduces economic theory through a combination of calculus, algebra, and graphs. The text integrates estimated, real-world problems and applications, using a step-by-step approach to demonstrate how microeconomic theory can be applied to solve practical problems and policy issues. Compared to other similar texts, the author also places greater emphasis on using contemporary theories—such as game theory and contract theory—to analyse markets. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible

either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you'll gain instant access to this eBook. Time limit The eBooks products do not have an expiry date. You will continue to access your digital ebook products whilst you have your Bookshelf installed. This textbook provides a calculus-based introduction to economics. Students blessed with a working knowledge of the calculus would find that this text facilitates their study of the basic analytical framework of economics. The textbook examines a wide range of micro and macro topics, including prices and markets, equity versus efficiency, Rawls versus Bentham, accounting and the theory of the firm, optimal lot size and just in time, monopoly and competition, exchange rates and the balance of payments, inflation and unemployment, fiscal and monetary policy, IS-LM analysis, aggregate demand and supply, speculation and rational expectations, growth and development, exhaustible resources and over-fishing. While the content is similar to that of conventional introductory economics textbook, the assumption that the reader knows and enjoys the calculus distinguishes this book from the traditional text. For courses in Managerial Economics. A Problem-based Approach that Uses Modern Theories and Real-world Examples Managerial Economics and Strategy uses real-world issues and examples to illustrate how economic principles impact business decisions. Emphases on agency and contract theory, managerial behavioral economics, game theory, and pricing are especially valuable to future managers. In-text examples and boxed mini-cases use actual data to illustrate the use of basic economic models, while Q&As pose important managerial or economic problems and demonstrate a step-by-step approach to solving them. The Second Edition has been fully revised and updated to reflect new supply-and-demand curves and include discussions of corporate social responsibility, opportunistic behavior, and innovation. It also features new learning objectives, examples, end-of-chapter questions, and spreadsheet exercises. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of the MyLab(tm)and Mastering(tm) platforms exist for each title, and registrations are not transferable. To register for and use MyLab or Mastering, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for the MyLab platform may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in managerial economics. This ISBN is for the MyLab access card. Pearson eText is included. A problem-based approach that uses real-world issues and examples from actual markets Managerial Economics and Strategy uses modern theories, business examples, and real data to illustrate how economic principles impact business decisions. Coverage of contract theory, behavioral economics, game theory, and pricing tools, along with economic problem sets and steps on how to solve them, are especially useful to future managers. With new discussions, mini-cases, and exercises in the 3rd Edition, students are well-prepared to apply what they've learned in the text and class to their decision-making in the real world. Personalize learning with MyLab Economics By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and improves results for each student. This book presents, compares, and develops various techniques for estimating market power - the ability to set price profitably above marginal cost - and strategies - the game-theoretic plans used by firms to compete with rivals. The authors start by examining static model approaches to estimating market power. They extend the analysis to dynamic models. Finally, they develop methods to estimate firms' strategies directly and examine how these strategies determine market power. A detailed technical appendix reviews the relevant information-theoretic and other econometric models that are used throughout. Questions and detailed answers for students and researchers are provided in the book for easy use. In 2013, James Perloff published his landmark primer on the New World Order Truth Is a Lonely Warrior. In the years since, online, he has expanded on many details from that book, as well as filling in holes with new research. In Thirteen Pieces of the Jigsaw, he gathers some of his most unique, significant and popular online posts, available for the first time in paperback form: Why we fought the Spanish-American War-the deceptions that dragged America into World War I-a unique account of the Hindenburg's destruction-Pearl Harbor: Roosevelt's 9/11-the Korean War's orchestration and agenda-why Nagasaki was targeted for the atomic bomb-a mysterious "Best Picture" Oscar explained-the real reason there was a "Golden Age of Television"-making sense of the supernatural (Aliens/UFOs . . .)-Christian Zionism's hidden history-what is really happening in Syria-the unpublicized health dangers of wireless technologies-who fired "The Shot Heard Round the World"?Thirteen Pieces of the Jigsaw is the ideal companion book to Truth Is a Lonely Warrior. Understanding Financial Accounting, Second Canadian Edition provides a fresh approach to teaching introductory financial accounting with its conceptual, concise, and concrete structure. This product's clear technical explanations and great visuals in the form of charts and graphs are effective techniques for generating discussions and reviewing key concepts covered in the classroom. Drawing on statements of numerous scholars from around the world-virologists, epidemiologists, immunologists, pathologists, microbiologists, infectious disease specialists, including Nobel Prize winners, as well as front-line ER physicians and family practice MDs-veteran journalist James Perloff asks hard questions about the global response to COVID-19. -Are the virus's health risks greater than those posed by the lockdowns? -What does the science say about masks and social distancing? -Why were no lockdowns imposed for previous pandemics of comparable magnitude? -How accurate are the death numbers attributed to COVID-19? -Is the virus completely natural, or could bio-engineering have played a role? -Should the world's population take a COVID vaccine developed at "warp speed"? -Why is Bill Gates formulating health policy, even though he has no medical credentials? -How might a "second wave" be different? -Is the COVID crisis being exploited to push us into an Orwellian future of mass surveillance, digital IDs and cashless transactions? Perloff draws from mainstream publications and official government sources such as the CDC, as well as independent researchers whose work is increasingly hard to find online due to censorship by tech giants like FaceBook, Google and YouTube. James Perloff has been a journalist since 1985, when he began writing for The New American magazine, and a registered nurse since 1975. His previous books include The Shadows of Power, Tornado in a Junkyard, The Case Against Darwin, Truth Is a Lonely Warrior and Thirteen Pieces of the Jigsaw. A much sought-after broadcast guest, he has appeared on hundreds of different radio shows and podcasts. This text uses calculus, algebra, and graphs to present microeconomic theory using actual examples, and then encourages students to apply the theory to analyse real-world problems. This 2nd edition has been substantially updated and revised, and is now offered with MyEconLab. This text offers modern coverage of modern industrial organizations, including strategic behaviour and game theory. It uses a unified structure to analyse theories and empirical evidence about the organization of firms and industries. Through an effective blend of analysis and examples this text integrates the game theory revolution with the traditional understanding of imperfectly competitive markets. This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For all intermediate Microeconomics courses at the undergraduate or graduate level. This text is also suitable for readers interested in calculus-based intermediate microeconomics. Understand the practical, problem-solving aspects of microeconomic theory. Microeconomics: Theory and Applications with Calculus uses calculus, algebra, and graphs to present microeconomic theory using actual examples, and then encourages readers to apply the theory to analyze real-world problems. The Third Edition has been substantially revised, 80% of the Applications are new or updated, and there are 24 new Solved Problems. Every chapter (after Chapter 1) contains a new feature (the Challenge and the Challenge Solution) and has many new end-of-chapter exercises. Neoliberalism - the doctrine that market exchange is an ethic in itself, capable of acting as a guide for all human action - has become dominant in both thought and practice throughout much of the world since 1970 or so. Its spread has depended upon a reconstitution of state powers such that privatization, finance, and market processes are emphasized. State interventions in the economy are minimized, while the obligations of the state to provide for the welfare of its citizens are diminished. David Harvey, author of 'The New Imperialism' and 'The Condition of Postmodernity', here tells the political-economic story of where neoliberalization came from and how it proliferated on the world stage. While Thatcher and Reagan are often cited as primary authors of this neoliberal turn, Harvey shows how a complex of forces, from Chile to China and from New York City to Mexico City, have also played their part. In addition he explores the continuities and contrasts between neoliberalism of the Clinton sort and the recent turn towards neoconservative imperialism of George W. Bush. Finally, through critical engagement with this history, Harvey constructs a framework not only for analyzing the political and economic dangers that now surround us, but also for assessing the prospects for the more socially just alternatives being advocated by many oppositional movements. Economic foundations -- Managerial economics and decision making -- Demand and supply -- Measuring and using demand -- Market structure and managerial decisions -- Production and costs -- Perfect competition -- Monopoly and monopolistic competition -- Cartels and oligopoly -- Game theory and oligopoly -- A manager's guide to antitrust policy -- Managerial decisions -- Advanced pricing decisions -- Decisions about vertical integration and distribution -- Decisions about production, products, and location -- Marketing decisions : advertising and promotion -- Business decisions under uncertainty -- Managerial decisions about information -- Using present value to make multiperiod managerial decisions -- Answer key to chapters -- Answer key to calculus appendix "This book begins by teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. Adopters and reviewers also praise the book for its real-world examples and because it includes modern topics not contained in any other single managerial economics textbook: oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, -principal-agent problems, raising rivals' costs, adverse selection,

auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms. An increasing number of business schools are adopting this book to replace (or use alongside) managerial strategy texts laden with anecdotes but lacking the microeconomic tools needed to identify and implement the business strategies that are optimal in a given situation"-- This text is an unbound, three hole punched version. Access to WileyPLUS sold separately. Economics of Strategy, Binder Ready Version focuses on the key economic concepts students must master in order to develop a sound business strategy. Ideal for undergraduate managerial economics and business strategy courses, Economics of Strategy offers a careful yet accessible translation of advanced economic concepts to practical problems facing business managers. Armed with general principles, today's students--tomorrow's future managers--will be prepared to adjust their firms business strategies to the demands of the ever-changing environment. Twenty-five years after publication of *The Shadows of Power*, James Perloff returns to the venue of political history, and takes you where the mass media won't. Who benefited from the mysterious sinking of the USS Maine? Why did President Woodrow Wilson order the manifest of the torpedoed Lusitania hidden in the archives of the U.S. Treasury? After the official inquiry into the Pearl Harbor attack, why did Admiral Kimmel and General Short - the commanders at Pearl Harbor - want to be court-martialed? Why was the Soviet Union given control of North Korea after World War II, when the Soviets did nothing to win the war in the Pacific? What did Congressional Medal of Honor recipient James Stockdale reveal about Tonkin Gulf (the event used to justify intervention in Vietnam)? How did "Operation Rockingham" lead America into the Iraq war? Since its founding in 1921, what small organization has produced 21 Secretaries of Defense/War, 19 Treasury Secretaries, 18 Secretaries of State, and 16 CIA directors? How did Jimmy Carter go from a generally unknown figure to Presidential nominee in just seven months? Why has America had decades of destructive inflation (understated recently by the Consumer Price Index), when there was zero NET inflation from the days of the Pilgrims until the early 20th century? Why did the Vietnam War last 14 years - and end in defeat - when it took us only 3 and 1/2 years to win World War II? What did the head of the Ford Foundation tell Congressional investigator Norman Dodd that made him "nearly fall off the chair"? Is it possible that many kings and other monarchs of past centuries were not as evil as they've been portrayed? What American capitalists were given landing rights for their private jets in Moscow - at the height of the Cold War? - What KGB defector predicted glasnost five years in advance - yet was ignored by the major media? Who is at the top of the pyramid on the back of the dollar bill? Why was the USS Liberty attacked in 1967, and why was there no Congressional investigation? The official explanation of 9-11 - where do we BEGIN to name the holes? Were the Beatles a set-up? Who financed ecumenism and the decline of Christian faith? What are world elitists saying about population control? What are courageous doctors revealing about vaccines that the major media won't report? Does weather control go beyond seeding clouds? What is behind the recent spike in weather disasters? How did the Establishment trick conservatives into supporting its "free trade" agenda, destroying millions of U.S. jobs? Who's pouring billions of dollars into the "green" movement? 1984 - the amazing ways in which Orwell got the future right. - And how does ALL this tie together? If you are one of those who senses that something just isn't right with the explanations we are given for wars, our dying economy, and other world events, this book may be just right for you. Countless lies have been planted in the corporate-controlled media to benefit the rich and the few; these lies have become "fact" through the mechanism of frequent repetition. Refuting such lies with credibility requires in-depth analysis. Therefore, beware of reviews of this book which attempt to debunk it by pulling a sentence or idea out of context. Read the book for yourself. Truth Is a Lonely Warrior is a ticket to de-brainwashing. 341 Pages. Fully indexed. This book is also available for instant download in a Kindle edition with many hyperlinks that can be clicked to access supporting material. This book can be gifted directly from Amazon to anyone you think might benefit from it. Visit YouTube for Bill McNally's interview of James Perloff on Truth Is a Lonely Warrior. This book on game theory introduces and develops the key concepts with a minimum of mathematics. Students are presented with empirical evidence, anecdotes and strategic situations to help them apply theory and gain a genuine insight into human behaviour. The book provides a diverse collection of examples and scenarios from history, literature, sports, crime, theology, war, biology, and everyday life. These examples come with rich context that adds real-world meat to the skeleton of theory. Each chapter begins with a specific strategic situation and is followed with a systematic treatment that gradually builds understanding of the concept. This book will help direct mining operations through the use of innovative economic strategies. The text covers what is meant by a cost-effective mining scheme, the economics of information, and the procedures for rational evaluation of uncertain projects. The economy isn't just for the economists to debate on. All of us are affected by its ups and downs—global recession, rise in interest rates, or hike in food prices. But do we understand the principles at work and how and why they really affect us? Day to Day Economics is an enjoyable, accessible, and extremely user-friendly book that explains the modern day Indian economy to the layperson. In this relevant book, Professor Deodhar explains the role of the government and its involvement in different aspects of the economy; the need for the RBI and its functions; and how taxes, stock markets, and recessions work. Day to Day Economics will help you go beyond the facts and figures in the budget and connect the trends to your daily life. As with all IIMA Business Books, it comes illustrated with numerous Indian examples and case studies making this the ultimate rookie's guide to the Indian economy. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If you rent or purchase a used book with an access code, the access code may have been redeemed previously and you may have to purchase a new access code. Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code. Check with the seller prior to purchase. -- Economics is a powerful tool that can help managers to manage effectively. In *Managerial Economics and Strategy* Jeffrey Perloff and James Brander use real-world issues and examples from actual markets to show future managers how economic principles can be used in business decisions. In text examples and boxed mini-cases use actual data to illustrate how to use basic models. For example, to illustrate rivalry in oligopolistic markets, the authors look at rivalry between United and American Airlines and between Coke and Pepsi. Mini-case examples include why American Apparel is vertically integrated and why upscale manufacturers limit the number of designer hand-bags a customer is allowed to buy. To help future managers learn to solve new problems, Perloff and Brander repeatedly demonstrate problem-solving through in-text Q&As. Each Q&A poses an important managerial or economic issue and demonstrates how to solve it using a step-by-step approach. 0133457087 / 9780133457087 Managerial Economics Plus NEW MyEconLab with Pearson eText -- Access Card Package Package consists of: 013314612X / 9780133146127 NEW MyEconLab with Pearson eText -- Standalone Access Card -- for Managerial Economics 0321566440 / 9780321566447 Managerial Economics

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