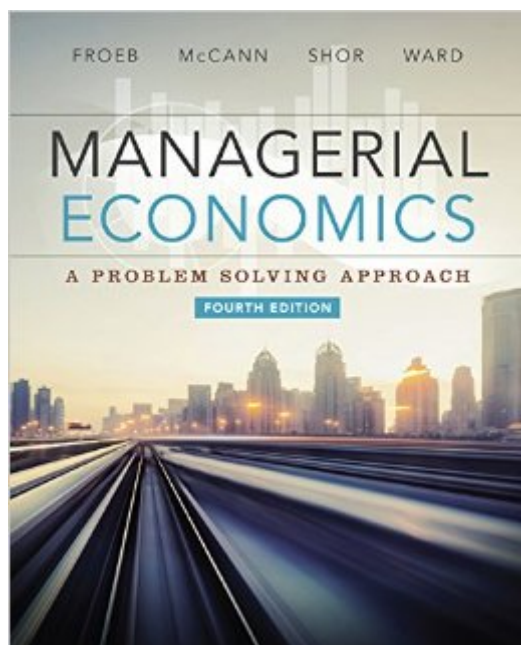


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# Managerial Economics



## Synopsis

Teach today's MBA-level learners and future professionals how to use economics most effectively to solve business problems with this breakthrough book. Froeb/McCann/Ward/Shor's **MANAGERIAL ECONOMICS, 4E** covers traditional material using a problem-based approach built around common business mistakes. Models are used sparingly, and then only to the extent that they assist readers in determining why mistakes are made and how to fix them. This edition's succinct, fast-paced presentation and challenging, interactive applications place the reader in the role of a decision maker who has to not only identify profitable decisions, but also implement them. The lively book and new corresponding online MindTap learning resources provides an excellent ongoing reference for future or current professionals pursuing business careers.

## Book Information

Hardcover: 352 pages

Publisher: Cengage Learning; 4 edition (January 1, 2015)

Language: English

ISBN-10: 1305259335

ISBN-13: 978-1305259331

Product Dimensions: 0.5 x 7.5 x 9.5 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (65 customer reviews)

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## Customer Reviews

Having purchased many textbooks throughout my years as an undergrad and in graduate school, this has been my favorite, by far. And it's not because it's easy to understand or has helpful practice problems at the end of each chapter, but because all of this information is packed into the thinnest textbook I've ever seen. It's the only textbook I've read cover to cover, and I would recommend it to any professor looking for materials for an economics course.

This book writes as if the author was either in a hurry, or just wanted to create an outline for managerial economics. It simply does not provide enough detail on the topics in the book. You will definitely need supplemental tools. Funny enough, if you're willing to pay an additional \$172, the

author and or publisher will provide you with digital supplemental study guides and tools to his incomplete textbook from a website.

This book has all the answers. And by all I mean, "ALL". I was in a meeting the other day and someone simply mentioned the terms "pivot table" and "drill down". Using my Froebian knowledge I figured they were trying to pull one over. Sure enough they were and had little knowledge over what they said. I promptly ignored and dismissed them. Good thing because they would've cost our company lots of money with their aggressive and ill informed ways.

This book was fresh, informative, and fun, but seemed pretty random in what it decided to delve into. Was assigned as a supplemental book for a managerial economics class, and in that (or just to read out of personal interest) it succeeds; but as much as I liked it, it never seemed to have the comprehensive information.

I have read almost the entire book from start to finish. It has many great aspects. It is meant to be complete but only scratches the surface to many important topics of supply/demand, etc. It is meant to be only an overview and not extremely in-depth. I would recommend the book as it highlights major concepts. It is a bit costly though.

For a non-economist-type this book made the subject matter interesting and relevant from a real-life perspective. I will keep it around as a reference book if I need to (re)learn an economic theory/definition when it comes up in life.

I just finished reviewing this book for a managerial economics class I teach for MBAs. This book is great for more applied programs geared towards working professionals and problem-based learning. Very well-written, even for those without a background in economics, but still insightful for those who do. I will likely supplement some of the chapters with more quantitatively-oriented notes since the text is a little light, and I suspect it will work well. :-)

I will admit to knowing Dr. Froeb which serves to only heighten my praise for this book and his approach to teaching this subject matter. He starts each area of study with real world examples and then expands to broader concepts and economic models so you can relate and apply the concepts. Frankly, all econ textbooks should use this approach as most seem all too mired in academic,

theoretical, blather in place of practical, decision-making, applications. It's also a fascinating read for anyone interested in managerial economics, from students to those interested in learning about smart business modeling and analytics. Ultimately, as a B-School student, you want very relevant, career-enhancing, knowledge.

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