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Managerial Economics Paul G. Keat, Philip K. Y. Young, 2000 Illustrating the theory of managerial economics with an integrated case on the soft drink industry this text shows students how to solve real business problems by enabling them to apply economic principles to everyday business activity

Economics for Nonprofit Managers and Social Entrepreneurs Dennis R. Young, Richard Steinberg, Rosemarie Emanuele, Walter O. Simmons, 2019 Economics for Nonprofit Managers and Social Entrepreneurs shows how economics contributes to better managerial decisions on social matters This second edition of the original economics text for nonprofit managers adds risk analysis game theory and behavioral economics to the managerial tool kit along with analysis at the margin opportunity cost elasticity of demand and supply market power and cost benefit analysis with numerous timely examples This text is essential for nonprofit managers and social entrepreneurs and of interest to all economics students

Managerial Economics James R. McGuigan, R. Charles Moyer, 1979

Managerial Economics Evan J. Douglas, 1987

Managerial Economics Howard Davies, Pun-Lee Lam, 2001 Highly accessible with a clear introduction to the subject for the non specialist this book covers all aspects of managerial economics It also contains some material on corporate strategy and a section devoted to marketing issues

Forthcoming Books Rose Army, 2002-04

Whitaker's Cumulative Book List, 1984

National Union Catalog, 1982

Includes entries for maps and atlases

Books in Print Supplement, 1988

The Cumulative Book Index, 1996 A world list of books in the English language

Foundations of Airline Finance Bijan Vasigh, Zane C. Rowe, 2019-07-02 There are few industries that have had a more profound impact on business and society over the last century than aviation This book is an accessible up to date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance Understanding finance is critical in any industry however the financial track record of the airline industry places even more importance on effective financial management Foundations of Airline Finance provides an introduction to the basics of finance including time value of money the valuation of assets and revenue management and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition and features an expanded chapter on aircraft leasing and many new international case examples This thorough introduction to aviation finance is valuable reading as a general introductory financial text or as reading in specialized airline finance classes

Publishers' Trade List Annual, 1985

Sg Managerial Eco App Strategy McGuigan, Frederick Harris, 2004-05

The

National Union Catalog, 1982 ,1983 Economic Psychology Erich Kirchler,Erik Hoelzl,2018 Written by two leading psychologists this timely publication is the only up to date English language textbook on economic psychology Focused on application it is an essential resource for advanced undergraduate and postgraduate courses on economic psychology behavioural economics and social psychology in both business and psychology departments Business Forum ,1997

Quantitative Methods for Business and Economics Adil H. Mouhammed,2015-04-08 This book provides a brief yet rigorous introduction to various quantitative methods used in economic decision making It has no prerequisites other than high school algebra The book begins with matrix algebra and calculus which are then used in the book s core modes Once the reader grasps matrix theory and calculus the quantitative models can be understood easily and for each model there are many solved examples related to business and economic applications **Caribbean Industries in Culture** Suzanne Burke,2025-03-27 Analysing the factors affecting the sustainable development of the Caribbean cultural industry this concise volume explores how creatives operate within the cultural ecology of the region and the diverse range of tactics they use to mediate state and global policies to define cultural production and consumption in post colonial small island states Despite 30 years of government intervention the cultural industry sector has not consistently performed as an agent of socio economic change In that sense it has not delivered on its promise to diversify the small island economies in the region This book aims to map how Caribbean creative activity connects and traverses the prickly domains of cultural policy cultural institutions cultural entrepreneurship and artistic practice to open new vistas of understanding cultural production and to provide a more nuanced reading of the cultural life of the Caribbean This innovative and practical study will be of interest not only to scholars and practitioners interested and working in the Caribbean but also to researchers and advanced students in cultural policy as well as to policy makers and other researchers working in cultural policy development arts practice and creative entrepreneurship within small island states **Catalog of Copyright Entries** Library of Congress. Copyright Office,1952

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