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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Managerial economics and strategy -- Demand and supply -- Elasticity -- Production and cost -- Profit maximization -- Corporate structure and culture -- Industry organization -- Perfect competition and monopoly -- Imperfect competition -- Thinking strategically -- Pricing strategies -- Bargaining -- Economics of information -- Contracts -- Auctions -- Networks -- Glossary -- References -- Index.
Sommario/riassunto	This textbook develops tools for identifying optimal solutions to business problems by combining the various business disciplines with quantitative methods to efficiently achieve a firm's organizational objectives.