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Autore	Fisher Timothy C. G. <1959-, >
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Altri autori (Persone)	PrenticeDavid WaschikRobert G. <1962->
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Nota di contenuto	Book Cover; Title; Copyright; Contents; Preface; 1 Introduction; Part I Theory; 2 The manager and the firm; 3 Monopoly and perfect competition; 4 Price discrimination; 5 Game theory; Part II Strategic interaction between firms; 6 Strategy in a market with two firms; 7 Product differentiation; 8 Entry deterrence and accommodation; 9 Government regulation of industries; Part III Strategic interaction within firms; 10 Vertical and horizontal integration; 11 Labour markets; 12 Training and motivating workers; 13 Trade unions; Part IV Marketing economics; 14 The role of information; 15 Advertising 16 Bundling 17 Durable goods; 18 Auctions; 19 The product life cycle; Answers to odd-numbered problems; Index
Sommario/riassunto	Traditional microeconomic theory has much to offer a manager. It suggests ways to increase profits by setting prices and packaging services, using advertising to increase demand and shows how internet auction sites like eBay affect competition and profitability. By using game theory to present and solve a manager's decision-making problems and by focusing on the strategic nature of these problems,

this text makes microeconomic theory much more intuitive and relevant for the business student. The text is separated into four sections:basic mic
