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Kemel Mellahi's name appears as first author in 2011 edition.

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MANAGERIAL ECONOMICS, Third Edition PHI Learning Pvt. Ltd. Managerial Economics has assumed a predominant role in today's globalized and liberalized economy because of the financial implications of many decisions that a manager has to take in his day-to-day professional life. This comprehensive and student-friendly book strives to equip the young, practising and budding managers to find solutions to the real-world problems through the efficient and effective use of economic tools and techniques. The authors who admirably combine academic and professional experience give a clear and straightforward analysis of the various topics in managerial economics. The text begins with an overview of managerial economics and describes the modern business firm and its objectives along with the concepts of market mechanism, demand theory and production analysis. The text then moves

further to explain managerial techniques, macroeconomic theory and international trade and finance along with the risks and uncertainties involved in business. Besides, it also explains the cost and revenue, supply, pricing, profit and investment analyses. Finally, this book discusses some important Case Studies to reinforce the concepts presented in the text. The third edition of the book comprises multiple choice questions (with answers) at the end of each chapter to test the understanding of the concepts discussed in the chapter. Besides, the objectives, strategies and initiatives of the twelfth five year plan (2012-2017) of Planning Commission as well as a new section on Replacement of Indian Planning Commission with NITI Aayog have been incorporated in the chapter on Macroeconomic Analysis. Intended as a text for postgraduate students of Management, Commerce and Economics, the book would also be useful for undergraduate engineering courses where Managerial Economics is offered. Finally, the book can be profitably used by marketing and management consultants, business executives and other related professionals.

KEY FEATURES

- Includes several simple, numerical examples with solutions for easy understanding of theory.
- Contains a large number of tables and figures to illustrate the concepts.
- Provides chapter-end exercises to check students' comprehension of the subject.

TARGET AUDIENCE

- MBA
- M.Com
- M.A. Economics
- Fundamentals of Managerial Economics
- Principles of Accounting Volume 1 - Financial Accounting

The text and images in this book are in grayscale. A hardback color version is available. Search for ISBN 9781680922929. Principles of Accounting is designed to meet the scope and sequence requirements of a two-semester accounting course that covers the fundamentals of financial and managerial accounting. This book is specifically designed to appeal to both accounting and non-accounting majors, exposing students to the core concepts of accounting in familiar ways to build a strong foundation that can be applied across business fields. Each chapter opens with a relatable real-life scenario for today's college student. Thoughtfully designed examples are presented throughout each chapter, allowing students to build on emerging accounting knowledge. Concepts are further reinforced through applicable connections to more detailed business processes. Students are immersed in the "why" as well as the "how" aspects of accounting in order to reinforce concepts and promote comprehension over rote memorization. Managerial Economics Applications, Strategy, and Tactics South-Western Pub This text seeks to train students to think analytically in a business context. Specifically, it uses over 250 real-world, managerially-oriented applications to show students how managers apply theories and techniques to solve real-world business problems. This approach motivates student learning and extends student thinking well beyond the final exam. The book includes extensive coverage of the latest analytical tools in managerial economics: game-theoretic tactics, best-practices mechanism design, information economics, and organizational architecture, as well as a thorough integration of international issues.

Statistics for Business and Financial Economics Springer Science & Business Media Statistics for Business and Financial Economics, 3rd edition is the definitive Business Statistics book to use Finance, Economics, and Accounting data throughout the entire book. Therefore, this book gives students an understanding of how to apply the methodology of statistics to real world situations. In particular, this book shows how descriptive statistics, probability, statistical distributions, statistical inference, regression methods, and statistical decision theory can be used to analyze individual stock price, stock index, stock rate of return, market rate of return, and decision making. In addition, this book also shows how time-series analysis and the statistical decision theory method can be used to analyze accounting and financial data. In this fully-revised edition, the real world examples have been reconfigured and sections have been edited for better understanding of the topics. On the Springer page for the book, the solution manual, test bank and powerpoints are available for download.

Fundamentals of Managerial Economics Statistics for Business and Economics John Wiley & Sons This title provides readers with in-depth information on business, management and economics. It includes robust and algorithmic testbanks, high quality PowerPoint slides and electronic versions of statistical tables.

Corporate Finance for Business Oxford University Press This pedagogically innovative and interactive corporate finance textbook not only introduces and develops core corporate finance material, but does so in a way that will capture the imagination of UK and international business and management students at undergraduate, postgraduate and professional level. As well as offering an in-depth examination of the key areas of the corporate finance syllabus, this text incorporates interesting and topical examples, cases and illustrations, bringing real life to bear on the concepts presented, and creating a lively, engaging learning tool. An activity-based approach and a unique, approachable writing style make this textbook the perfect companion for students on introductory corporate finance modules.

Online Resource Centre For students

- * Key learning points for each chapter
- * Two further mini-cases for each chapter with questions and answers
- * Critical Thinking / review questions
- * Ten self test quantitative questions with answers
- * Podcast introduction to chapters
- * Web-based simulation game
- * MP3 transcripts of interviews with finance specialists

For lecturers

- * Instructor's manual to include PowerPoint Slides with a facility to customise into a course pack
- * Short answer questions / answers
- * Suggestions for discursive questions
- * Tutorial solutions and case study answer outlines

Testbank of questions on different levels (to follow the case study categories - theoretical, practical, strategic, investor, reflective)