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Economics of Strategy, Binder Ready Version

By David Dranove, David Besanko, Dr Mark Shanley

John Wiley Sons Inc, United States, 2015. Loose-leaf. Book Condition: New. 7th. 251 x 203 mm. Language: English . Brand New Book. Economics of Strategy focuses on the key economic concepts students must master in order to develop a sound business strategy. Ideal for undergraduate managerial economics and business strategy courses, Economics of Strategy offers a careful yet accessible translation of advanced economic concepts to practical problems facing business managers. Armed with general principles, today's students--tomorrow's future managers--will be prepared to adjust their firm's business strategies to the demands of the ever-changing environment. This text is an unbound, three hole punched version. Access to WileyPLUS sold separately.

Reviews

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