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Syllabus - aep.neu.edu.vn

1) Paul G Keat and Philip KYYoung (2006): Managerial Economics: Economic Tools for Today's Decision Makers (3rd Edition) 2) Harrison E F (1999) The Managerial Decision-Making Process, Houghton Mifflin Company, Massachusetts 3) Michaels RJ (2011) Transactions and Strategies: Economics of Management, South-Western CENGAGE Learning

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Managerial Economics Theory and Practice Thomas J Webster Lubin School of Business Pace University New York, NY Amsterdam Boston Heidelberg London New York Oxford Paris San Diego San Francisco Singapore Sydney Tokyo

Managerial Economics

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Other Sources: Keat, Paul and Philip Young, Managerial Economics; Economic Tools for Today's Decision Makers 7th Edition, Pearson, 2014 Pindyck, Robert and Daniel Rubinfeld, Microeconomics 8th Edition, Pearson, 2013 Goolsbee, Austan, Steven Levitt, and Chad Syverson, Microeconomics 2nd Edition, MacMillan, 2016 Grading: There will be three non-cumulative exams given during the course ...

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ity (allocation) of an organization's scarce resources 2003 Prentice Hall Business Publishing Managerial Economics, 4/e Keat/Young

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Industrial (Managerial) Economics is economics applied to business It is concerned with the application Paul G Keat, Philip KY Young Managerial Economics: economic tools for today's decision makers, Fourth edition New Jersey: Prentice Hall, 2003

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3 Michael R Baye, Managerial Economics and Business Strategy, 4e ©The McGraw-Hill Companies, Inc , 2002 Example 1: Pricing and Cash Flows • According to an FTC Report by Michael Ward, AT&T's own price elasticity of demand for long distance services is -864

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