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**ECONOMIC ANALYSIS  
FOR  
BUSINESS AND STRATEGIC  
DECISIONS**



**Delta Publishing Company**

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P.O. Box 5332, Los Alamitos, CA 90721-5332

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## PREFACE

This course provides a clear and concise introduction to *managerial economics*. The course *managerial economics* is offered in a variety of titles including *business economics*, *economic analysis for business decisions*, *economics for management decisions*, etc. at both the undergraduate and graduate levels.

It focuses on the fundamentals and essentials needed to understand how business decisions are made and tackled using economics and other quantitative tools. It illustrates decisions with many solved problems to test and help students reinforce their understanding of the subject. Further, many business professionals can benefit from this course. The reader is assumed to have done some introductory-level work in economics. A minimal amount of background in college-level math and statistics is also expected.

This course extensively and intensively shows the application of economic theory and concepts to real-life business decisions. It consists of questions and problems along with their answers and suggested solutions.

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