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(mathematical scope of economics and managerial econometrics) economics, , and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision making. The text is divided into five parts- Part I examines the nature and

scope of managerial economics, Part II analyses demand, Part III presents the theory and measurement. It covers the full range of optimization techniques used in managerial decision making. The book offers extensive end- chapter material in the form of the summary, discussion questions, problems, chapter appendixes along with

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