



## Economics for Managers (3rd Edition)

By Paul G. Farnham

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*For students in the one-semester MBA Managerial Economics course. This book is also suitable for all readers interested in the field of managerial economics.*

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*Economics for Managers* presents the fundamental ideas of microeconomics and macroeconomics and integrates them from a **managerial decision-making perspective** in a framework that can be used in a single-semester course.

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To be competitive in today's business environment, managers must understand how economic forces affect their business and the factors that must be considered when making business decisions.¿ This is the only book that provides business students and MBAs with a thorough and applied understanding of both micro- and macroeconomic concepts in a way non-economics majors can understand.

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The third edition retains all the same core concepts and straightforward material on micro- and macroeconomics while incorporating new case material and real-world examples that relate to today's managerial student.

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## **Editorial Review**

From the Back Cover

Economic factors influence the profitability of all firms and businesses. The success of a firm depends upon the ability of its managers to make solid decisions based on these economic factors.

This text combines Managerial Economics coverage with Macroeconomic theory to prepare business managers to make sound economic-based decisions that are most beneficial to the firm.

Every chapter begins with "A Case for Analysis" and ends with applied end-of-chapter questions and exercises outlining the practices dealt with every day in the modern business world.

The text wraps up With a final section on Integrating the Frameworks. This section encourages students to combine the macro and the micro analysis learned in the text, act as managers, and make profitable business decisions.

For further exploration, please visit [www.prenhall.com/farnham](http://www.prenhall.com/farnham)

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