

Economics For Managers Mcguigan 12th Edition

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Economics For Managers Mcguigan 12th Edition:

Managerial Economics: Applications, Strategy and Tactics James R. McGuigan, R. Charles Moyer, Frederick H.deB. Harris, 2010-08-03 Packed with managerially oriented applications MANAGERIAL ECONOMICS 12th edition illustrates how managers apply theories and techniques to solve real world problems while teaching future business leaders how to think analytically and make better decisions Extremely user friendly the text caters to a variety of learning styles as it presents key analytical concepts in several ways including tabular analysis graphical analysis and algebraic analysis Students learn in a format with which they are comfortable making difficult material more accessible and easier to understand The new 12th edition is concise current and cutting edge with an exciting and extremely relevant new focus on green businesses and business developments in the examples and applications. The seasoned author team balances traditional neoclassical micro theory with extensive coverage of the latest analytical tools in managerial economics such as game theoretic tactics information economics and organizational architecture Important Notice Media content referenced within the product description or the product text may not be available in the ebook version Foundations of Airline Finance Bijan Vasigh, Zane C. Rowe, 2019-07-02 There are few industries that have had a more profound impact on business and society over the last century than aviation This book is an accessible up to date introduction to the current state of the aviation industry which provides readers with the tools necessary to understand the volatile and often complicated nature of airline finance Understanding finance is critical in any industry however the financial track record of the airline industry places even more importance on effective financial management Foundations of Airline Finance provides an introduction to the basics of finance including time value of money the valuation of assets and revenue management and the particular intricacies of airline finance where there can be wild fluctuations in both revenues and costs The third edition of this text has been extensively updated to reflect the many changes in the air transport industry that have taken place since the publication of the second edition and features an expanded chapter on aircraft leasing and many new international case examples This thorough introduction to aviation finance is valuable reading as a general introductory financial text or as reading in specialized airline finance classes CFA Program Curriculum 2020 Level I Volumes 1-6 Box Set CFA Institute, 2019-08-07 All CFA Program exams through November 2021 will reflect the 2020 curriculum Purchase your copy and begin studying for Level I now The CFA Program Curriculum 2020 Level I Box Set provides candidates and other motivated investment professionals with the official curriculum tested on the Level I CFA exam This box set includes all the content Chartered Financial Analyst candidates are expected to know for the Level I exam including concise instruction on the 10 core topics covered in the Candidate Body of Knowledge CBOK Utilizing engaging visuals cases and examples to illustrate key concepts this box set helps candidates apply what they learn in real world investment scenarios The CFA Program Curriculum 2020 Level I Box Set offers A comprehensive Learning Ecosystem designed to take you through the

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