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Ahmedabad February 1977

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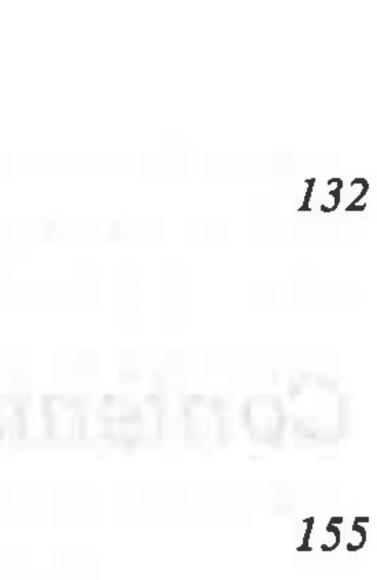
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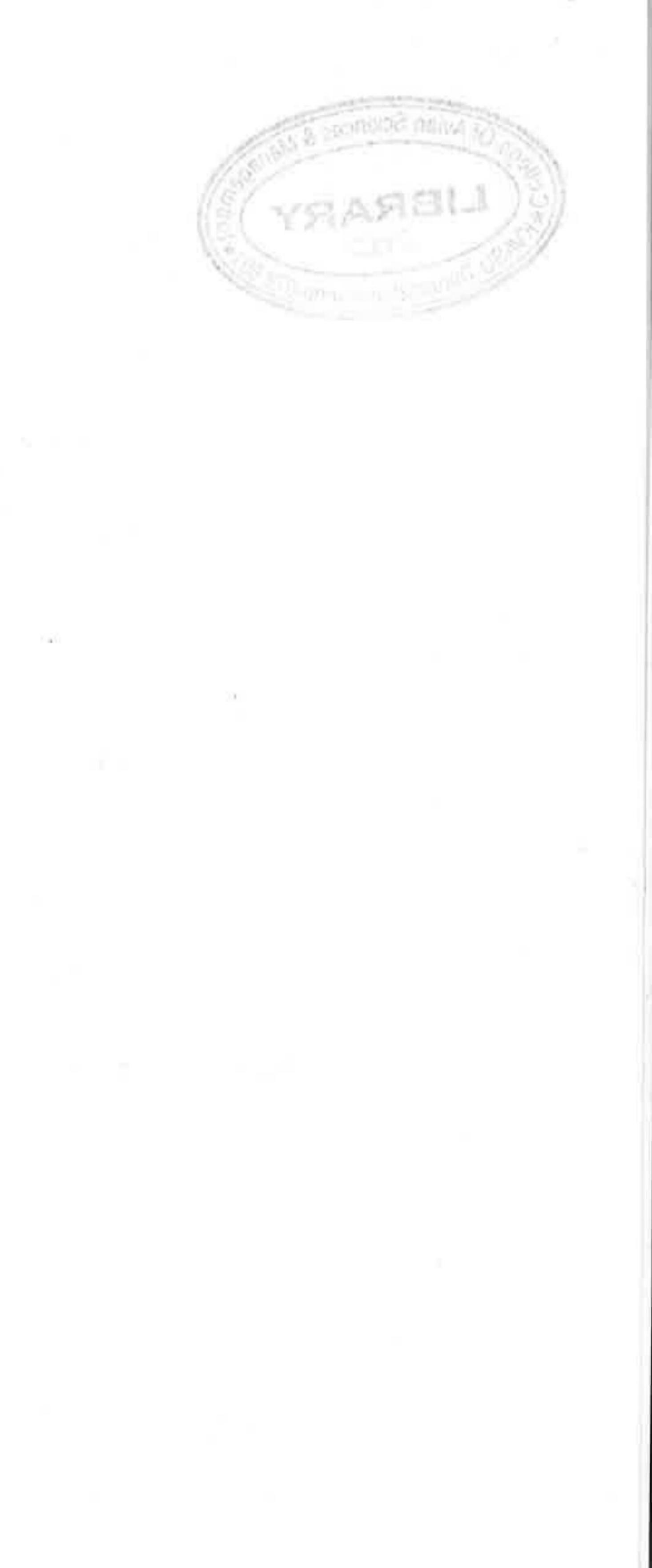
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Managerial Economics deals with five important problem areas in management in which economic analysis has much to contribute--demand production and cost analysis, pricing, application of linear programming and capital budgeting. It is a unique book in that every chapter on the concepts and tools of analysis has corresponding case studies drawn from a variety of industries, which will be of immense help to students in understanding the real life applications of managerial economics and to gain some practice of problem-solving at the firm level. The concepts and applications of managerial economics discussed in this book draw heavily on micro-economic theory and only marginally on macro-economic theory.

Understanding the determinants of demand and the skills of market forecasting, the concept of relevant costs and price discrimination are among the topics covered. It also describes how optimization problems can be analyzed within the framework of linear programming, and how capital budgeting is employed for the long-term allocation of resources.

V L Mote is currently a Professor at the Indian Institute of Management Ahmedabad. After obtaining an M Sc in pure mathematics from the University of Bombay and Ph D in statistics from the University of North Carolina, USA, he joined as planning officer in Calico Mills, Ahmedabad in 1958 He has also been a consultant to large organizations in both the public and private sectors, and in the small scale sector. He was the President of the Ahmedabad Management Association for two years.

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