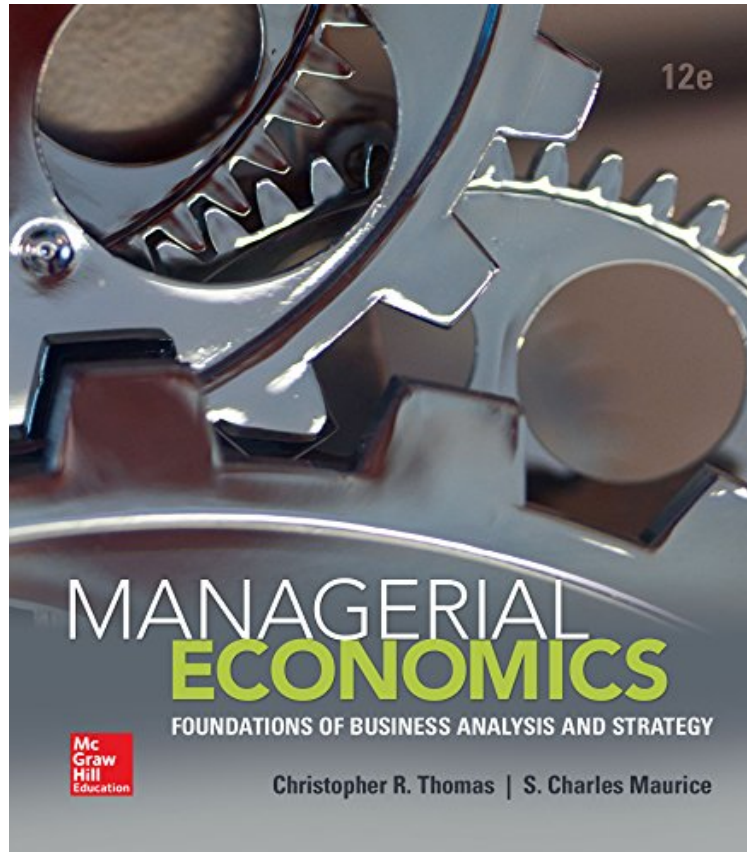


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Managerial Economics (The McGraw-Hill Economics Series)

Christopher Thomas, S. Charles Maurice

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The goal of Thomas and Maurice's Managerial Economics is to teach students the economic way of thinking about business decision and strategy. This edition continues to develop critical thinking skills and provides students with a logical way of analysing both the routine decisions of managing the daily operations of a business as well as the longer-run strategic plans that seek to manipulate the actions and reactions of rival firms. Managerial Economics is a

self-contained textbook that requires no previous training in economics. While maintaining a rigorous style, this book is designed to be one of the most accessible books in managerial economics from which to teach and learn because of its clarity of presentation and strong end of chapter problems. Rather than parading students quickly through every interesting or new topic in microeconomics and industrial organization, this 11th edition instead carefully develops and applies the most useful concepts for business decision making and strategic planning.

About the Author Professor Emeritus of Economics at Texas AM University. He spent 30 years in the Department of Economics at Texas AM, where he served as Department Head from 1977 through 1981, and held the Rex B. Grey University Professorship of Free Enterprise from 1981 through 1985. Professor Maurice published numerous articles on microeconomic theory in the top economic journals. He co-wrote two scholarly books on natural resource depletion: *The Doomsday Myth* and *The Economics of Mineral Extraction*. He also wrote with Charles Ferguson, and later Owen Phillips, the widely used intermediate level microeconomics textbook *Economic Analysis*, which was published from 1971 to 1996. Professor Maurice retired to Gainesville, Florida, where he lived until his death in the Spring of 1999. Currently associate professor of economics at University of South Florida. He worked for two years as an energy economist at Oak Ridge National Laboratory before joining the faculty at USF in 1982. He now teaches managerial economics at the undergraduate level and in two executive training programs, a traditional Executive MBA program and an Executive MBA program for physicians that draws doctors nationwide. Professor Thomas has published numerous articles on government regulation of industry and antitrust issues in *Quarterly Journal of Economics*, *Journal of Law and Economics*, *Southern Economic Journal*, *Journal of Economics and Business*, *Quarterly of Economics and Business*, and *Journal of Economic Education*. He serves as a policy associate at the Center for Economic Policy Analysis at University of South Florida. Professor Thomas lives with his wife and daughter in Tampa, Florida, where he enjoys playing tennis.