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3 Michael R. Baye, Managerial Economics and Business Strategy, 4e. ©The McGraw-Hill Companies, Inc. , 2002 Example 1: Pricing and Cash Flows ¶ According to an FTC Report by Michael Ward, AT&T's own price elasticity of demand for long distance services is -8.64.

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Chapter 5: Answers to Questions and Problems | HAO DING

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Chapter 5

Introduction to Managerial Economics ... Since the purpose of managerial economics is to apply economics for the improvement of managerial decisions in an organization, most of the subject material in managerial economics ... production/operations management, finance, and business strategy. These subjects form the

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Just what I needed for my MHA/MBA program. Was a book required for the dual degree. Michael Baye's book for Managerial Economics was AWESOME! I thought I would dislike this course terribly, but this book made the content approachable, easy to digest, and interesting.

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