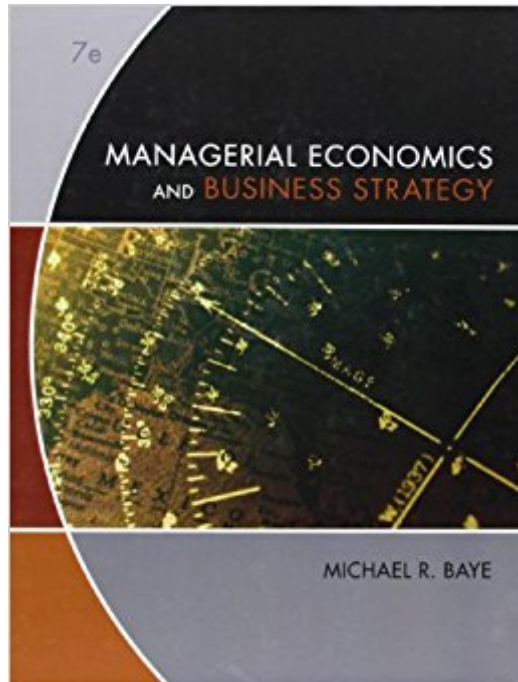




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# Managerial Economics & Business Strategy



## Synopsis

Baye's Managerial Economics and Business Strategy remains the best-selling managerial economics textbook in which it continues to provide students with the tools from intermediate microeconomics, game theory, and industrial organization to make sound managerial decisions. Baye is known for its real-world examples, frontier research, inclusion of modern topics not found in other managerial books, as well as balanced coverage of traditional and modern microeconomic tools. The Seventh Edition retains all of the key signature features of previous editions and incorporates new features to enhance students' learning experiences and make it easier to teach from the book. These include updated headlines, new and updated inside business applications, and new end-of-chapter material.

## Book Information

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## Customer Reviews

Michael Baye is the Bert Elwert Professor of Business Economics & Public Policy at Indiana University's Kelley School of Business. He received his B.S. in economics from Texas A&M University in 1980 and earned a Ph.D. in economics from Purdue University in 1983. --This text refers to an out of print or unavailable edition of this title.

This was a required textbook for my Applied Business Economics class in my university. I will say that the book does a good job giving students examples with the book and showing how the answer was found. However, there was a shortage of practice problems for the students to work through the

book. This is one of the most useful ways I learn so to have such few problems to work through proved a hindrance to me. One thing I found confusing were the "real business world" scenarios that were given in the beginning of each chapter. Their purpose was to show how what was covered in the chapter would help in that kind of scenario. This was a nice idea that I was excited about, but the more chapters I went through the less I felt this situations really had to do with the lessons. They're interesting but didn't really help the lesson stick in my mind. This book is straight forward and a helpful tool when learning economics, but I didn't learn as easily as I would have liked from it because of the previously two mentioned issues.

The Connect code included in this purchase is worthless if an instructor hasn't signed up through McGraw-Hill. This is not obvious from the description or from McGraw-Hill's website. A significant element of the purchase is thus worthless unless your school has also paid. Now, I'm no economist (that's why I need this book!) but I'd say that paying for access to a service that is inaccessible to me is a poor use of my resources. I'll be buying future textbooks paper, and used.

Don't bother with buying the Kindle edition for accessibility. The publisher has disabled the text-to-speech function for this book, so you can't listen to it. I contacted the publisher to try and convince them to please allow to turn this feature back on for their kindle e-book reader (which I was told by is normally the default) but I got nowhere. told me directly that this publisher had chosen to turn this feature off on their book. Making an educational textbook inaccessible to those with disabilities is not acceptable.

Arrived Promptly, and as described. No surprises, and can confirm that book content is nearly the same as the most recent edition. PRACTICE PROBLEMS ARE NOT THE SAME AS THE NEW EDITION, nor should you expect them to be. Would strongly recommend as a cheaper alternative to the current book edition, if your homework is provided separately.

Baye may try to remain current with new editions but, otherwise, I'm not impressed. The book can use some more "real world" case studies that aren't more than a half a page as chapter introductions and a half dozen or so topics on the book's website. Chapters only skim over topics, rarely link the topic back to a company application that the reader may be familiar with, and, in reality, the strategy part referred to in the title is missing. I see little research outside of the material that has been parroted from other versions of this text or similar work by other authors. Examples on

how to calculate something does not equal strategy; defining what to do after collecting information is strategy and then implementing it is called execution. Perhaps Mr. Baye can read up on Jim Collins, Ram Charan, and other people who do research on corporations and maybe even include actual quotes and examples of decisions made by managers using the topics in this book? After all, managerial economics is supposed to aide people in analyzing data and making decisions. Number one managerial economics text? I don't see why.

MHHE tend to have great compositions; this textbook is to the point with examples and many problems.

This is probably one the best books that I have read over management economics. It provides industry case studies, which is the mark of a good economics textbook. I work part-time for [www.business-plans.com](http://www.business-plans.com) and we have to apply the concepts in this book for economic forecasting.

Had the e-book version; was a little densely packed so the charts were hard to follow. And the text was very closely aligned too.

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