



Economics of Strategy, Seventh Edition Binder Ready Version

By David Dranove, David Besanko, Mark Shanley

John Wiley Sons Inc, United States, 2017. Loose-leaf. Condition: New. 7th Binder Ready Version ed.. Language: English . Brand New Book. This text is an unbound, three hole punched version. Access to WileyPLUS sold separately. Economics of Strategy, Binder Ready Version focuses on the key economic concepts students must master in order to develop a sound business strategy. Ideal for undergraduate managerial economics and business strategy courses, Economics of Strategy offers a careful yet accessible translation of advanced economic concepts to practical problems facing business managers. Armed with general principles, today s students--tomorrows future managers-- will be prepared to adjust their firms business strategies to the demands of the ever-changing environment.



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