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Managerial Economics Applications Strategies And

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Managerial Economics: Applications, Strategies and Tactics James R. McGuigan , R. Charles Moyer , Frederick H.deB. Harris Cengage Learning , Jun 3, 2013 - Business & Economics - 750 pages

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Art and Science: Managerial economics is termed as both art and science.The application of managerial economics in decision making requires creativity and lots of analytical thinking. It is regarded as science as it uses various economic theories and concepts for managing business and solving problems.

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