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In 1963, the first edition Legal and Regulatory Environment of Business, led by Bob Corley, started a new course emphasizing the legal environment in which business is conducted. By focusing on the public nature of how government regulates business activities, rather than simply how businesses privately make transactions, a movement away from traditional Business Law began. Through its previous 12 editions, Legal and Regulatory Environment of Business by Reed, Shedd, Morehead and Corley has been the leader in setting the standard for materials covered in an introduction to the legal and regulatory environment of business.

Teach your MBA students how to use economics to solve business problems with this breakthrough text. MANAGERIAL ECONOMICS: A PROBLEM SOLVING APPROACH, 3E covers traditional material using a problem-based pedagogy built around common business mistakes. Models are used sparingly, and then only to the extent that they help students figure out why mistakes are made, and how to fix them. This edition's succinct, fast-paced presentation and challenging, interactive applications place students in the role of a decision maker who has to not only identify profitable decisions, but also implement them. The lively book provides an excellent ongoing reference for students pursuing business careers. Instructor's remark. The Froeb/McCann/Shor/Ward textbook is designed for decision makers. Each chapter provides logical steps to solve common but misunderstood business problems. The books candor and novelty make for easy, enjoyable reading. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Why do some companies thrive while others in the same industry languish? How can a struggling firm achieve higher annual earnings? What allows new corporations to become successful in highly competitive industries? In this book, now updated and expanded, Sharon Oster shows that combining a sound understanding of economic and managerial principles can make a striking difference in the quality of the strategic planning of an organization and provide guidelines for effective corporate strategies. The third edition of Modern Competitive Analysis includes new material on game theory, added value analysis, and strategic intent. Examples are drawn from modern network industries and more attention is paid to newly deregulated markets. Unusually broad in scope, with many examples from large and small companies, service firms, manufacturers, foreign and American organizations, as well as non-profit corporations, the book emphasizes an economic approach to strategic planning, using the most recent theories to illuminate situations faced by businesses today. Covering new and important areas in economics not treated in other management and strategic planning books, and couched in clear terms that make these concepts especially accessible, Modern Competitive Analysis is a fundamental resource to the managers of today and tomorrow.

Baye's Managerial Economics and Business Strategy is one of the best-selling managerial economics textbooks. It is the first textbook to blend tools from intermediate microeconomics, game theory, and industrial organization for a managerial economics text. Baye is known for its balanced coverage of traditional and modern topics, and the fourth edition continues to offer the diverse managerial economics marketplace a flexible and up-to-date textbook. Baye offers coverage of frontier research in his new chapter on advanced topics. The Fourth Edition also offers completely new problem material, data, and much more.

Each year, thousands of businesses file for bankruptcy protection because managers fail to efficiently organize the company's operations, misread market trends, pay inadequate attention to product quality, or misinterpret the activities and intentions of rival companies. Perhaps they fail to formulate optimal advertising or financing strategies, procure raw materials and components at least cost, or provide adequate incentives to motivate workers to put forth their best efforts. Managerial economics is the application of economic principles to topics of concern to managers. This textbook develops a framework for predicting managerial responses to changes in the business environment. It combines the various business disciplines with quantitative methods to identify optimal solutions to more efficiently achieve a firm's organizational objectives. The topics discussed in this textbook are readily accessible to students with a background in the principles of microeconomics and business mathematics. The selection and organizations of topics makes the textbook appropriate for use in a wide range of curricula by students with different backgrounds.

A reexamination of the major economic theories of the past two hundred years discusses how long-dead, famous economists such as Adam Smith and others would handle today's economic problems.

The limited number of global or international strategy textbooks almost exclusively focuses on how to manage larger, multinational enterprises (MNEs), which primarily come from and compete in developed economies. While MNEs are important, such a focus ignores the fact (1) that many smaller, entrepreneurial firms have also aggressively internationalized recently and (2) that MNEs often have to compete in emerging economies, which increasingly nurture strong local competitors. Most mainstream strategic management textbooks, while seeming to address the hot theme of globalization, contain only one chapter on international strategy. Finally, most international business textbooks do have a section (containing several chapters) on international strategy. However, they always carry a wider coverage of major business functions such as marketing, operations, finance, and accounting, making them unwieldy. GLOBAL STRATEGY is written to offer a number of new perspectives. These include (1) a broadened definition of global strategy, (2) a comprehensive and innovative coverage, (3) an in-depth and consistent explanation of cutting-edge research, and (4) an interesting and accessible way to engage students. In this book, global strategy is defined not as MNE strategy only, but as strategy around the globe. Most global strategy and international business textbooks take the perspective of the foreign entrant, typically the MNE, often dealing with issues such as how to enter foreign markets. Important as these issues are, they only cover one side of international business, namely, the foreign side. The other side, naturally, is how domestic firms compete against each other and against foreign entrants. Failing to understand the other side, at best, captures only one side of the coin.

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