

MBA 2436 Managerial Economics and Decision Making (2019/2020)

View Online



1.

Baye MR. Managerial economics and business strategy. 8th ed. Boston: McGraw-Hill Irwin;

2.

Besanko D. Economics of strategy. 7th ed. Wiley; 2017.

3.

McCann BT, Froeb LM. Managerial economics: a problem solving approach [Internet]. 3rd ed. Mason, Ohio: Cengage Learning; 2013. Available from:
<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=5132724>