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What is the scope of managerial economics ? Explain in ...

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15. Managerial Economics in Action. Part 1. Beverage Industry Survey. Part 2. The Business Planning Process. Appendix 15A. Beverage Industry Executives Appendix A. Statistical and Financial Tables Online appendices Review of mathematical concepts used in managerial economics Linear programming

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managerial economics is an applied specialty of this branch. Macroeconomics deals with the performance, structure, and behavior of an economy as a whole. Managerial economics applies microeconomic theories and techniques to management decisions. It is more limited in scope as compared to microeconomics.

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Keat & Young, Managerial Economics | Pearson

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