



# Managerial Economics in a Global Economy

*Dominick Salvatore*

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## **Managerial Economics in a Global Economy** Dominick Salvatore

Reflecting the highly globalized nature of tastes, production, labor markets, and financial markets in today's world, *Managerial Economics in a Global Economy*, Eighth Edition, presents the theory of the firm as a unifying theme to examine the managerial decision-making process. Adopting a global perspective, it synthesizes economic theory, decision science, and business administration studies, examining how they interact as a firm strives to reach optimal profitability and efficiency in the face of modern constraints.

### **Features**

- \* Integrates examples, data, and theories on the **international ramifications of managerial decisions into the entire text, rather than segregating the material in a separate chapter**
- \* Incorporates 127 case studies, showing how firms actually reach managerial decisions today
- \* Offers instructors **maximum flexibility with a modular structure** that is suitable for both full-term and briefer courses, and can be used with or without calculus
- \* Includes a **robust instructor ancillary package** for adopters

### **Managerial Economics in a Global Economy Details**

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