



Managerial Economics: A Game Theoretic Approach

Tim Fisher, Robert Waschik

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This book can be used as a way of introducing business and management students to economic concepts as well as providing economics students with a clear grasp of how to use the skills they will need in the world of business.

Topics covered include:

- *product differentiation
- *price discrimination
- *hiring and training workers
- *labor-management relations
- *international trade

A host of key features are employed to add colour to the text including case studies, examples and discussion questions. Scenarios presented centre upon a diverse range of subjects and firms including Eurostar, NHL hockey equipment, Chevrolet, Philips and pension plans.

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