

**Managerial Economics:**  
**A Problem-Solving Approach**  
Luke Froeb/Brian McCann  
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## MANAGERIAL ECONOMICS: A PROBLEM-SOLVING APPROACH

Luke Froeb, *Vanderbilt University*  
Brian McCann, *Purdue University*

This breakthrough text shows MBAs how to use economics to solve business problems. Succinct, fast-paced, and challenging, students should be able to read the book from cover to cover and come away with a good understanding of how to diagnose business problems—and then fix them.

“*Managerial Economics: A Problem-Solving Approach* is a breath of fresh air. After having taught managerial economics for 20 years, I became dissatisfied with texts that confront students with graphs, economic principles only loosely connected to business problems, and tedious calculations. I wanted a text that really helps students to see how economic principles could help them solve business problems. This new text does just that.”

–Edward L. Millner, Chairman, Department of Economics, Virginia Commonwealth University

“With no experience in business and no exposure to math since a D in high school trig, I found economics utterly incomprehensible. Then [the text] spoke one word to me. ... It all became clear.”

–P.J. O'Rourke, one of America's leading political satirists and best-selling author of *Eat the Rich: A Treatise on Economics*

“In twenty years, it will be seen as the standard way to teach economics.”

–Robert Litan, Vice President of Research and Policy at the Kauffman Foundation

- ▶ **Emphasizing the economics behind the real-world decision-making process**, the authors put managerial decisions in context. Each chapter begins with a particular business dilemma that students are asked to solve. Thorough discussion of the economic and business factors involved leads students through the reasoning that will bring about the optimal result.
- ▶ **Interactive end-of-chapter material** also places students in the role of decision maker, presenting real-world scenarios and asking readers to make suggestions about the most profitable and rational decision possible. An average of eight to ten situations are posed this way for every chapter, offering instructors excellent selections for individual case assignments, group projects, or class discussions.
- ▶ **Interspersed within the chapters are mini lectures on microeconomic topics**. These succinct lessons present relevant theory in an accessible and compact way, enabling students to see the theory and then immediately apply it.

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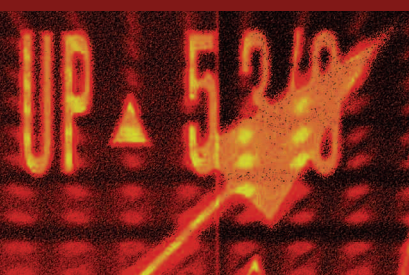
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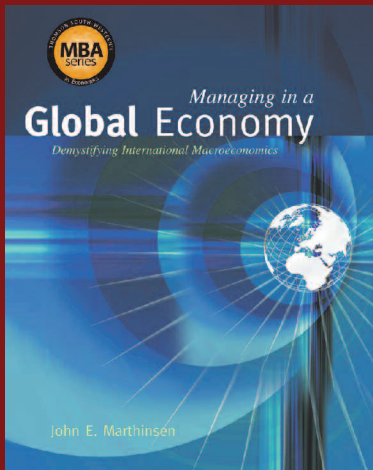
## RESOURCES FOR MANAGERIAL ECONOMICS

- ▶ Instructor's Manual
- ▶ PowerPoint® Slides
- ▶ Test Bank

All resources are available online at the product support website:

[www.thomsonedu.com/economics/froeb](http://www.thomsonedu.com/economics/froeb).





**Managing in a Global Economy:  
Demystifying International  
Macroeconomics**  
John E. Marthinsen  
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## MANAGING IN A GLOBAL ECONOMY: DEMISTIFYING INTERNATIONAL MACROECONOMICS

John E. Marthinsen, *Babson College*

Instructors of MBA macroeconomics and global macroeconomics no longer have to adapt an undergraduate text to the MBA level. Emphasizing application over theory, John Marthinsen's *Managing in a Global Economy: Demystifying International Macroeconomics* is written specifically for MBA students and designed to present macroeconomics in the context of models for decision-making. With business applications, focused examples, and an approach to macroeconomic theory via markets, Marthinsen demonstrates how macroeconomics can help leaders make better business decisions.

- ▶ **“Big-Picture” Economics:** Extremely practical, *Managing in a Global Economy* focuses on the interactions of the real goods, real loanable funds, and foreign exchange markets to emphasize the “big picture.” Using the unique three-sector model, students can perform country analyses, understand articles/editorials in the business media (such as *Financial Times*, *The Wall Street Journal*), better formulate financial statement projections, and contribute meaningfully to corporate strategy and planning discussions.
- ▶ **Less Math, More Illustrations:** Marthinsen uses minimal math (algebra) and instead keeps readers engaged with his strategic use of figures, tables, and charts. Clear and concise illustrative exhibits help readers thoroughly understand even the most challenging chapter concepts. This makes the book appealing to MBAs with a variety of undergraduate backgrounds.
- ▶ **Real-World Emphasis:** Marthinsen takes a more applied approach compared to traditional texts. He places theory in the context of how it affects real work and demonstrates how macroeconomics can help leaders make better decisions. Instead of imaginary widgets, the book is packed with focused examples and applications depicting actual business practices.

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### RESOURCES FOR MANAGING IN A GLOBAL ECONOMY

- ▶ Instructor’s Manual
- ▶ PowerPoint® Slides
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