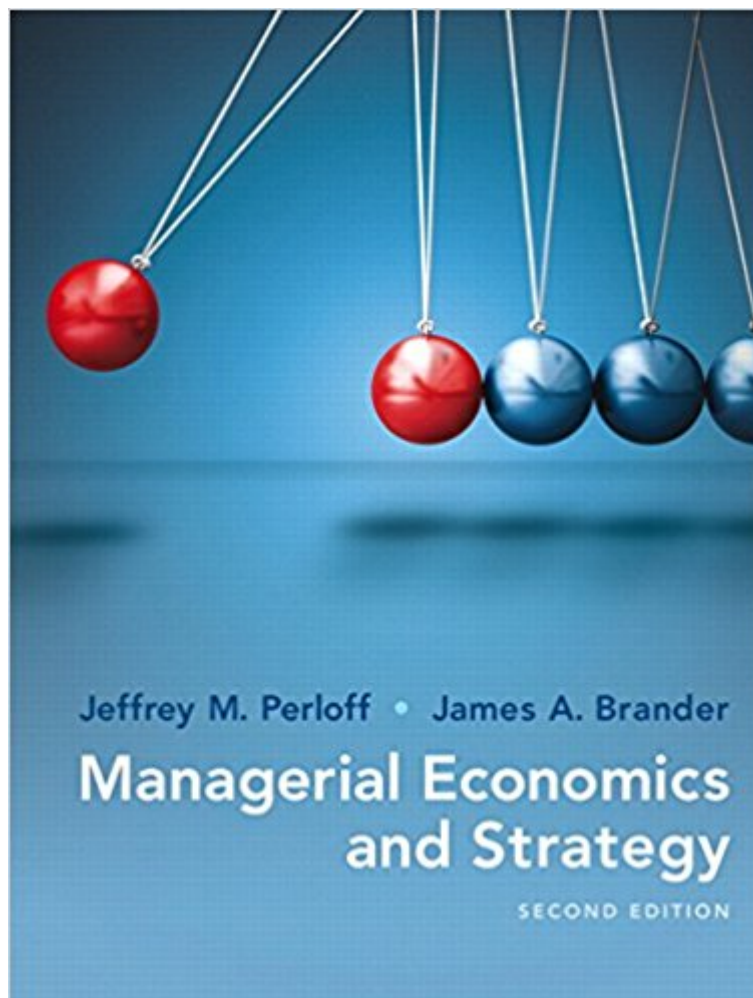




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Managerial Economics And Strategy (2nd Edition) (The Pearson Series In Economics)



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Customer Reviews

This book is extremely dry and difficult to follow. While informative, it is incredibly dense and to just read it won't give a novice in economic terms much knowledge, but will lead to a high degree of frustration. Very little is done to actually convey a cohesive, easy to understand message. This was used in my economics course for my masters program and along with a very unhelpful professor I turned to other online sources to teach myself the material. If you can, do not take a class from a professor willing to use this as learning material.

Overall the content of the book is good. The one issue I have with content is the calculus moves a little fast for someone who hasn't done calculus in 20 years. The additional I have is the pages are rather thin so when you highlight, they tend to bleed through.

Once you buy the Lab book the digital copy is FREE. Conveniently not stated anywhere. Can I send back??

I bought this book for my MBA econ class. The book is so 'dry' it is virtually unreadable! The problem solving in the book routinely leaves out key steps in the problem solving process leaving the student to backtrack to try to figure out what they did to arrive at their solution or step in coming to the solution. Avoid at all costs! Find another professor teaching the course using an alternate text!

The book is bad, bad, bad... so bad it should come with a BS-to-English translator. Sure, the formulas are correct and it covers the right concepts, but if you really want to understand what those concepts and formulas mean, there are amateur web sites that give better explanation. People like to bash the Dummies series books, but textbooks authors should take lessons from the Dummies series. Speaking of Dummies, Graham's Managerial Economics For Dummies covers the same concepts while managing to condense a page of Perloff's BS into a single sentence.

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