

**managerial economics - cengage** - brief table of contents preface, xvii about the authors, xxi part i introduction 1 1 introduction and goals of the firm 2 2 fundamental economic concepts 26 part ii demand and forecasting 61 3 demand analysis 62 4 estimating demand 95 4a problems in applying the linear regression model 126 5 business and economic forecasting 137 6 managing in the global economy 175 6a foreign exchange risk ...

**managerial economics and business strategy 9th edition ...** - chapter 02 - market forces: demand and supply 2-2 1. in a competitive market, the market demand is  $q_d = 60 - 2P$  and the market supply is  $q_s = 4P$ . a price ceiling of \$3 will result in a:

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**chapter 1: the fundamentals of managerial economics ...** - chapter 1: the fundamentals of managerial economics answers to questions and problems 1. producer-producer rivalry best illustrates this situation. here, southwest is a producer attempting to steal customers away from other producers in the form of lower prices. 2. the maximum you would be willing to pay for this asset is the present value ...

**chapter 2: market forces: demand and supply answers to ...** - 5 b. the surplus is 1.5 units (since at a price of \$12,  $q_d = 2.5$  and  $q_s = 1.5$  units. the cost to the government is \$18 (computed as  $(\$12)(1.5) = \$18$ ). c. the excise tax shifts supply vertically by \$6.

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