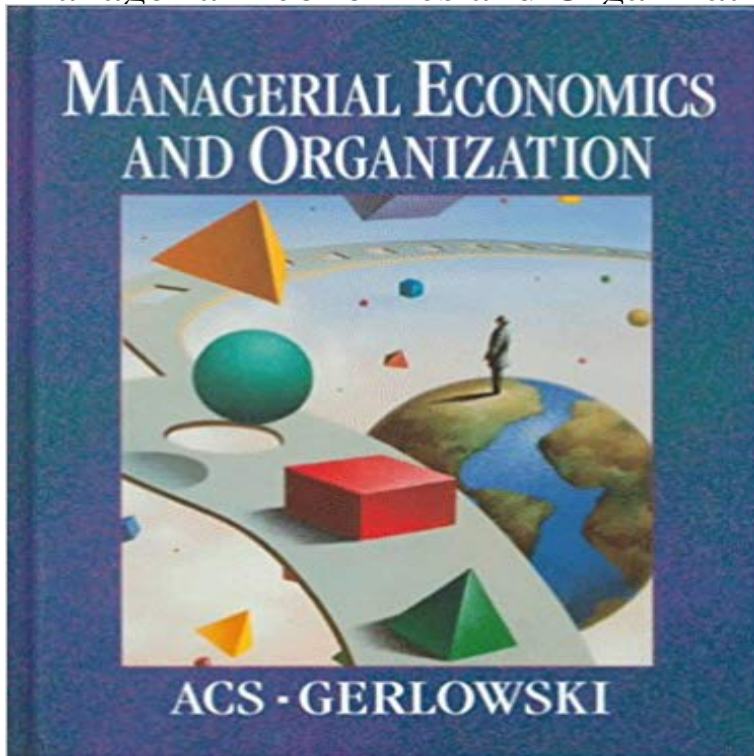


Managerial Economics and Organization



KEY BENEFIT: With this book, Acs and Gerlowski have bridged the gap between the traditional and organizational approaches to managerial economics. The approach throughout is designed to accurately reflect the changing business environment and integrate coverage with traditional business disciplines. **KEY TOPICS:** It is the first book to integrate the economics of organization into undergraduate managerial economics, opening with the economics of exchange and systematically developing the theory of economic organization.

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