Thomson South-Western is proud to present our MBA Series in Economics - texts developed for the specific needs of the MBA market.

**MANAGERIAL ECONOMICS: A PROBLEM-SOLVING APPROACH**

Luke Froeb, Vanderbilt University  
Brian McCann, Purdue University

Managerial Economics: A Problem-Solving Approach delivers a breakthrough new method for equipping MBA students with all they need to know about microeconomics to make rational, profit-maximizing business decisions. Putting managerial decisions in real-life context, the book provides an exciting decision-making framework. Managerial Economics sparks discussion, questions, and active learning as students work through managerial situations and look for parallels in their own work lives. Lively, accessible, and extremely practical, Managerial Economics focuses on the kinds of decisions managers face on a daily basis, making it an excellent resource for students pursuing business — rather than academic — careers.

- **Written specifically for the MBA-level managerial economics class**, readers will find less math and technical models, as well as fewer graphs and figures, than traditional managerial economics texts but much more real-world emphasis.
- **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. The authors intentionally provide minimal data, requiring students to determine the information they need to make an informed decision as well as focusing their attention on key chapter concepts. 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. This unique feature makes Managerial Economics a freestanding book that does not require an additional tutorial in microeconomics.

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Section I – Problem Solving and Decision Making  
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15. Making Decisions With Uncertainty  
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Section VI – Organizational Design  
18. Getting Employees to Work in the Best Interests of the Firm  
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20. Managing Vertical Relationships  
Section VII – Wrapping Up  
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Epilog: Those Who Cannot Do, Teach

**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, 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.

### MANAGING IN A GLOBAL ECONOMY – TABLE OF CONTENTS

1. Introduction to International Macroeconomics

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3. Working for a Living: Monitoring Labor Market Conditions
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5. Inflation: Who Wins, and Who Loses?

Part 2: Real Loanable Funds Market

6. Monetary Aggregates: Measuring Money
7. Pulling Rabbits from Hats: Financial Intermediaries and Money Creation
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15. Putting It All Together
17. Economic Shocks to Nations with Fixed Exchange Rates

Part 6: Long-Term Economic Changes

18. Causes of Long-Term Growth and Inflation
19. Long-Term Exchange Rate Movements & Comparative Advantage

### RESOURCES FOR MANAGING IN A GLOBAL ECONOMY

- Instructor’s Manual
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- ExamView® Computerized Testing Software

All resources are available online at the product support website: www.thomsonedu.com/economics/marthinsen.