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Microeconomics for MBAs The Economic Way of Thinking for Managers..... Second Edition Richard B. McKenzie Dwight R. Lee © in this web service Cambridge University Press www.cambridge.org Cambridge University Press 978-0-521-19147-0 - Microeconomics for MBAs: The Economic Way of Thinking for Managers, Second Edition Richard B. McKenzie and Dwight R. Lee

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CHAPTER 1 Microeconomics: a way of thinking about business In economics in particular, education seems to be largely a matter of unlearning and "disteaching" rather than constructive action.

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Using a rigorous and concise framework, this book teaches the foundations of modern macroeconomic theory and methods. It is ideally suited for students taking a first graduate course in macroeconomics as part of an MBA, finance, or economics degree.

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