



## Managerial Economics (7th Edition)

*Paul Keat, Philip K Young, Steve Ertel*

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*Directed primarily toward undergraduate/MBA students in Economics, this text also provides practical content to current and aspiring industry professionals.*

This text will excite readers by providing a more linear progression, while proving the consistency and relevance of microeconomic theory.

The Seventh Edition welcomes a new co-author, Stephen Erfle of Dickinson College, who has contributed many revisions and improvements to the quantitative sections of the text, as well as provided a major addition: the use of Excel in the presentation of many of the numerical and graphical illustrations presented throughout the text.

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