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Dominick Salvatore

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One of the key features of this work is its introduction of a global view into managerial economics to reflect the internationalization of production and distribution in today's world. The book also uses the theory of the firm as a unifying theme to examine the managerial decision-making process. In addition, the book shows how actual managerial decisions are made in the real world today. This is done through 66 actual cases and five more extensive integrating case studies found throughout the book.

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