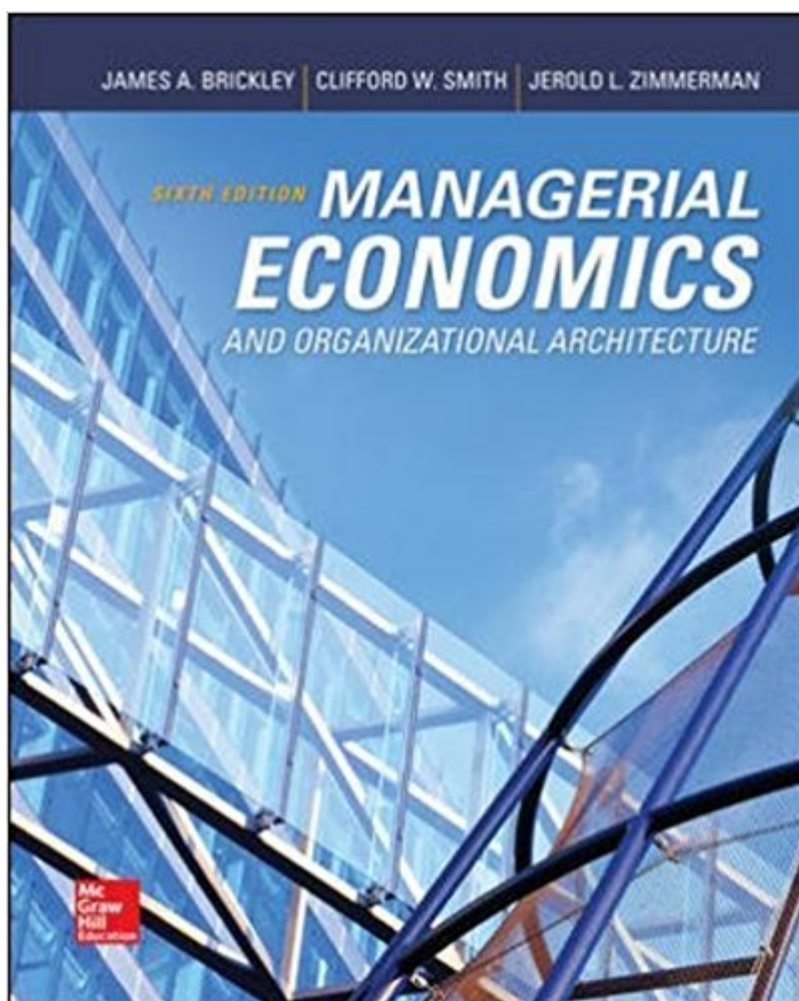


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Managerial Economics & Organizational Architecture, 6th Edition (Irwin Economics)



Synopsis

Managerial Economics and Organizational Architecture, 6e helps the student to gain an understanding of the basic tools of economics used to solve important business problems. It also provides an in-depth analysis of the firm and corporate governance topics. The Sixth Edition continues with a focus on decision-making and managerial applications within the structure of an organization. Managerial Economics and Organizational Architecture is thoroughly integrated with the adaptive digital tools available in McGraw-Hill's LearnSmart Advantage Suite, proven to increase student engagement and success in the course. Connect is the only integrated learning system that empowers students by continuously adapting to deliver precisely what they need, when they need it, and how they need it, so that your class time is more engaging and effective.

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Research and teaching interests involve financial and managerial accounting. He and Professor Ross L. Watts received American Institute of Certified Public Accountants Awards in 1979 and 1980 for their joint papers. He received the American Accounting Association award for Seminal Contribution to Accounting Literature in 2004. He was the 1978 winner of the Competitive Manuscript Award, sponsored by the American Accounting Association, for his paper, "The Costs and Benefits of Cost Allocation." His research, which has come to be called "positive theories of accounting," seeks to understand the costs and benefits of various accounting procedures. He and

Watts co-authored a book, *Positive Accounting Theory*, published by Prentice-Hall in 1986. Research and teaching interests in the economics of organizations, corporate governance and compensation policy, corporate finance, franchising and banking. From 1989 to 1991, he was chairman of the Finance Department and research director at the University of Utah's Garn Institute of Finance. Professor Brickley was chairman of the Committee on MBA Programs from 1994-1997. Clifford W. Smith, Jr. University of Rochester

The text needs to walk you through more actual problems.

I appreciated the rental, but the book was awful to try to read and decipher. Felt like there could have been better explanations. At least the rental was easy to do.

My Economics professor assigned this book for his course. I did not find this book useful for me as I have had no prior economics education prior to this MBA course. The graphs and equations were less than helpful, the book read more like a novel than an instructional textbook to help me learn. I ended up purchasing additional economics books and watching YouTube videos to understand the concepts from this textbook.

Book acted more like a novel book in my opinion. The text book was confusing and hard to follow. It did offer great examples and relate to current and popular companies which helps to retain and relate information. Overall didn't feel it as as effective as other textbooks I've read in the past

The book is fine for teaching adherence to the age-old market equilibrium supply and demand models, however it offers little further economic insight. In its praise of the free markets, it doesn't adequately address potential market failures or the assumptions on which its models are based. These would be worthwhile things to know for someone actually looking to become a managerial economist.

book was cool

I had to buy the online version as the professor prefers an ebook instead of hard cover. Returning the book.

I had to buy this for class. We barely used the book because my professor liked another book better but this one was required.

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