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Froeb/McCann/Ward/Shor's MANAGERIAL ECONOMICS, 5E covers traditional topics using a problem-based approach built around common business mistakes. Models are used sparingly, and then only to the extent that they help students determine why mistakes are made and how to fix them.

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Managerial Economics - Fundamental and Advanced Concepts

Economics
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Compatibility
Microsoft and a smaller rival often have to select from one of two competing technologies. The rival always prefers to select the same technology as Microsoft (because compatibility is important), while Microsoft always wants to select a different technology from its rival.

Compatibility Microsoft and a smaller rival often have to

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