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*millennials hit the world. It looks surprising today, but he grew up without smartphones, What's App, Facebook, Play Stations, Ola cab, or Pay Pals. The gadgets and apps would have changed from then to now, the world would have enriched many folds, but the definition of "growing up" probably remains the same. From an infant to adulthood – the means are different, the destination never changed. The book is about how we all grew every day – from lollypops to cigarettes – a journey we all went through. So similar is our journey with Abhi's and yet so different. If YOU are an*

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Intended primarily for Managerial Economics courses, this text also provides practical content to current and aspiring industry professionals. Economics is a powerful tool that can help managers to manage effectively. In *Managerial Economics* Jeffrey Perloff and James Brander use real-world issues and examples from actual markets to show future managers how economic principles can be used in business decisions. In text examples and boxed mini-cases use actual data to illustrate how to use basic models. For

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example, to illustrate rivalry in oligopolistic markets, the authors look at rivalry between United and American Airlines and between Coke and Pepsi. Mini-case examples include why American Apparel is vertically integrated and why upscale manufacturers limit the number of designer hand-bags a customer is allowed to buy. To help future managers learn to solve new problems, Perloff and Brander repeatedly demonstrate problem-solving through in-text Q&As. Each Q&A poses an important managerial or economic issue and demonstrates how to solve it using a step-by-step approach. Note: You are purchasing a standalone product; MyEconLab does not come packaged with this content. If you would like to purchase both the physical text and MyEconLab search for ISBN-10:

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This approach to managerial  
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the internal structure of the firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making. The general model used for this application is organizational architecture, which consists of three aspects of corporate organization: the assignment of decision rights within the company; methods of rewarding individuals; and the structure of systems to evaluate the performance of both individuals and business units. These three elements must balance in an organization.

This book provides a unified framework for business decision-making, by developing a logical and systematic approach to business problems. The book is split into three

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parts - The Nature of Decisions, The Decision Environment and Decision Areas, whilst each chapter concludes with a specific application of the principles and concepts outlined. The intended readership includes both undergraduate and postgraduate students of business, whilst its depth and range make it relevant to business studies and professional courses. Included in the book are a selection of undergraduate and postgraduate examination questions, together with notes on answers.

The use of computer-based automated assignment systems in economics has expanded significantly in recent years. The most widely used system is Aplia which was developed by Paul Romer in 2000. Aplia is a computer application

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designed to replace traditional paper-based assignments in economics. The main features of Aplia are: (1) interactive content including problem sets, experiments and news analysis; (2) digital editions of a textbook; (3) assignment sets that are customised to specific textbooks; and (4) immediate feedback for both students and instructors. Its ability to present the dynamics of diagrams and graphs is critical to its use in economics. This paper analyses the effectiveness of Aplia and traditional paper-based assignments and tutorials using summative assessment results. The analysis is based on a managerial economics course that was taught to over 380 students at NUI Galway in the first semester of 2008-09. The course



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was designed so that each student was required to complete eight assignments for 25% of the total marks available for the course. They completed six of the eight assignments by Aplia and the remaining two by paper. The final exam was organised into eight sections with each section corresponding to a particular assignment. Our basic test is to examine whether a student's performance in a particular section of the exam is affected by whether the student completed the corresponding assignment on paper or online. We also examined if how the student performed on a particular assignment, regardless of the type, predicted how well they did on the corresponding examination question. We found little statistical evidence in support of either

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hypothesis. (Contains 1 table and 6 footnotes.) [For the full proceedings, "Research-Teaching Linkages: Practice and Policy. Proceedings of the Third Annual Conference of the National Academy for the Integration of Research, Teaching and Learning (3rd, Dublin, Ireland, November 11-12, 2009)," see ED539248].

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Every Ph.D. has a story, and Gwynette Ford Lacy is no exception. As a young black girl struggling amid the trappings of inner-city Washington, DC to overcome a broken home, an attempted sexual assault, and relentless bullying, she became determined to survive and succeed despite her background,

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gender, and the color of her skin. In an intimate retelling of her personal story, Lacy details how she emerged from a childhood full of challenges to beat the odds and achieve a series of "firsts," to become the first African American female to earn a Ph.D. in her business field from the University of Wisconsin-Madison. Lacy discloses how she transformed into a math whiz, STEM trailblazer, high school cheerleader and activist. She received a tuition scholarship to

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the former all-male Lincoln University in Pennsylvania, where she pledged Alpha Kappa Alpha Sorority and graduated magna cum laude, in three years, earning her department's Wall Street Journal Award. The great, great, great granddaughter of a female slave, Lacy provides an eye-opening glimpse into major events in American history in the 1960's and 70's, such as the Civil Rights Movement, assassinations and riots, and the Vietnam War. She also shares the triumphs she experienced along the



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way, including laughter, love, and joy, and how she created a life that matters through perseverance, hope and determination (PHD). Madame Ph.D. shares the inspiring true story of an African American woman's journey from inner-city Washington, DC, to achieve professional success as a college professor/administrator, international management consultant, and motivational speaker. This title is now also available with color photographs. When ordering

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