



Managerial Economics: A Problem-Solving Approach (Cengage South-Western's MBA Series in Economics)

By Luke M. Froeb, Brian T. McCann

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- Sales Rank: #744377 in Books
- Brand: Brand: Cengage Learning
- Published on: 2009-09-11
- Original language: English
- Number of items: 1
- Dimensions: .80" h x 7.50" w x 9.20" l, 1.55 pounds
- Binding: Hardcover
- 352 pages

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Editorial Review

Review

"The Froeb/McCann textbook is designed for decision makers. Each chapter provides logical steps to solve common but misunderstood business problems. The books candor and novelty make for easy, enjoyable reading."

About the Author

Professor Froeb received his undergraduate degree from Stanford University and his Ph.D. from the University of Wisconsin. When the antitrust agencies began using his models to predict the competitive effects of mergers, his academic research passed what he calls "a market test." This resulted in his 2003 appointment to Chief Economist of the Federal Trade Commission where he enforced the antitrust and consumer protection laws of the United States. He also managed 75 economists who tore down barriers to competition (often erected by well-meaning bureaucrats). In July 2005 Dr. Froeb returned to Vanderbilt University where today he holds the William Oehmig Chair of Entrepreneurship and Free Enterprise. He used to win the "Most Outstanding Teacher" award, but now he finishes behind his co-author, Brian McCann. His textbook, **MANAGERIAL ECONOMICS: A PROBLEM-SOLVING APPROACH** is well recognized for teaching students to apply economics to real business problems. It is filled with real world problems (and solutions) from Professor Froeb's students and clients. Dr. Froeb's research focuses on the economics of competition policy. He has taught at Tulane University, worked at the U.S. Department of Justice, and spent a year at the University of Chicago Law School.

Dr. Brian T. McCann has taught courses in managerial economics, strategic management, and entrepreneurship at the undergraduate, MBA and executive education levels. He holds an MBA from Vanderbilt University where he earned the Founder's Medal as the top graduate of the class. Dr. McCann received his doctoral training in strategic management at Purdue University's Krannert School of Management where he was awarded the Ross Fellowship, the Krannert Certificate for Distinguished Teaching, and the Purdue Research Foundation Research Grant. His more than 10 years of industry experience include operating a residential land development company, serving as the CFO for an Internet start-up, and implementing new strategic initiatives for a non-profit economic development group. In addition to co-authoring this MBA-level textbook in managerial economics, Dr. McCann's work has appeared or is forthcoming in journals, such as **STRATEGIC MANAGEMENT JOURNAL**, **JOURNAL OF MANAGEMENT**, and **JOURNAL OF MANAGEMENT STUDIES**. His current research interests span strategic management and entrepreneurship and include the performance implications of firm agglomeration, the effects of ownership structure on competitive behaviors, and the role of threshold-based decision making in the entrepreneurial process.

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