



Executive Economics: Ten Tools for Business Decision Makers

Shlomo Maital

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As a science of decision-making, modern economics is unparalleled in its disciplined exploration of social dilemmas. This book explains how economic thinking can help clarify business decisions. Using ten basic principles for calculating accurate costs, benefits, and prices, the author shows how all decisions can be reduced to two questions: What is it really worth? What must I give up to get it? Using running examples from both large and small companies, the book shows executives how they can succeed using the creative discipline of the skilled economist.

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