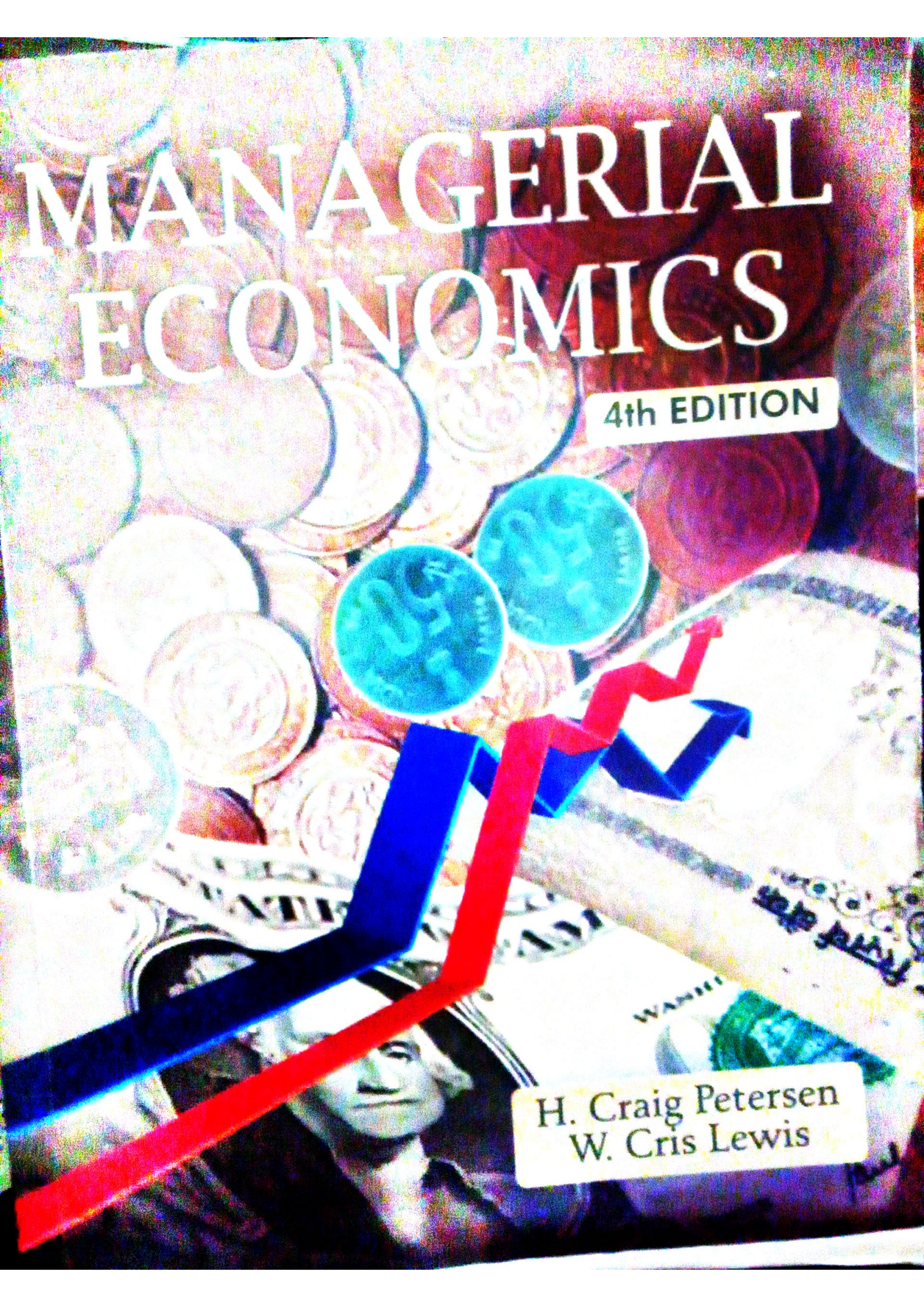


# MANAGERIAL ECONOMICS



4th EDITION

H. Craig Petersen  
W. Cris Lewis

# Brief Contents

## PART I: GETTING STARTED

- Chapter 1 Introduction to Managerial Economics 3  
Chapter 2 Basic Training 32  
Integrating Case Study I: Olsen's Preowned CD Players 68

## PART II: DEMAND

- Chapter 3 Demand Theory and Analysis 71  
Chapter 4 Regression Techniques and Demand Estimation 112  
Chapter 5 Business and Economic Forecasting 144  
Integrating Case Study II: Southern Turkey 178

## PART III: PRODUCTION AND COSTS

- Chapter 6 Production Theory and Analysis 183  
Chapter 7 Cost Theory and Analysis 230  
Chapter 8 Linear Programming 269  
Integrating Case Study III: Bond Construction Company 303

## PART IV: MARKET STRUCTURE

- Chapter 9 Perfect Competition and Monopoly 307  
Chapter 10 Monopolistic Competition, Oligopoly, and Barriers to Entry 340  
Chapter 11 Game Theory and Strategic Behavior 370  
Integrating Case Study IV: Pacific Copper 399

## PART V: PRICING DECISIONS

- Chapter 12 Pricing of Goods and Services 401  
Chapter 13 Pricing and Employment of Inputs 436

Integrating Case Study V: Northern Lumber Products, Inc. 462

**PART VI: RISK AND CAPITAL BUDGETING**

Chapter 14 Risk and Decision Making 467

Chapter 15 Capital Budgeting 504

Integrating Case Study VI: Bentley Enterprises, Inc. 541

**PART VII: TECHNOLOGICAL CHANGE AND LOCATION THEORY**

Chapter 16 Technological Change in a Global Economy 545

Chapter 17 Locating the Firm in a Global Economy 572

Integrating Case Study VII: GMG Entertainment, Inc. 600

**PART VIII: BUSINESS DECISIONS AND GOVERNMENT**

Chapter 18 Taxes and Decision Making 605

Chapter 19 Antitrust and Regulation 630

Integrating Case Study VIII: Autovideo (Un), Ltd. 662