

Brief Contents

Preface	13
Chapter 1	Introduction
Chapter 2	Supply and Demand
Chapter 3	Empirical Methods for Demand Analysis
Chapter 4	Consumer Choice
Chapter 5	Production
Chapter 6	Costs
Chapter 7	Firm Organization and Market Structure
Chapter 8	Competitive Firms and Markets
Chapter 9	Monopoly
Chapter 10	Pricing with Market Power
Chapter 11	Oligopoly and Monopolistic Competition
Chapter 12	Game Theory and Business Strategy
Chapter 13	Strategies over Time
Chapter 14	Managerial Decision Making Under Uncertainty
Chapter 15	Asymmetric Information
Chapter 16	Government and Business
Chapter 17	Global Business
Answers to Selected Questions	645
Definitions	657
References	662
Sources for Managerial Problems, Mini-Cases, and Managerial Implications	668
Index	678
Credits	702