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Free Business Economics

Managerial economics seeks to help business managers make logical decisions. It is the allocation of scarce resources in ways that best help a business succeed, for example, what goods and services should be produced and at what cost, or what markets should a firm enter or exit.

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Business economics is a field of applied economics that studies the financial, organizational, market-related, and environmental issues faced by corporations.

Business Economics Definition

But despite being one of the most powerful people in the tech industry, few outside of Silicon Valley know the name Susan Wojcicki. Levitt talks with her about the early days of Google, how her background in economics shapes the company's products, and why YouTube's success has created a range of unforeseen and serious issues.

Freakonomics - The hidden side of everything

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Free Market Definition

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Of course, the ability of economics to explain and predict decision-making is particularly powerful in the realm of business. The concept of "competitive advantage," for example, guides companies to focus their business on products and services that they can provide either at a lower cost or with a higher value than their competitors.

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