



# Managerial Economics, 5th Edition

By Ivan Png

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The new fifth edition of *Managerial Economics* is an ideal text for any course focusing on the practical application of micro-economic principles to management. It includes fresh up-to-date discussion questions from all over the world and is enhanced with detailed instructor supplements. The book is a popular, useful choice for managers learning economics.

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### Review

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**"Ivan Png's Managerial Economics is a concise and effective textbook that makes use of endless real-life examples not only to illustrate a point, but rather to motivate it, explain it, and convince students of its relevance. The wide range of situations, industries, and historical events covered make this book quite an enriching read. In my opinion, Managerial Economics is an excellent tool when used to teach MBAs and students without much economics background. Economics majors will benefit from reading it as they will gain valuable practical knowledge of the use of their tools."** ? *Eugenio J. Miravete, Rex G. Baker Jr. Professor of Political Economy, University of Texas at Austin, U.S.A.*

**"Ivan Png's Managerial Economics has made my life easy as a lecturer! It is a fantastic integration of theory, real life examples and case studies, which makes both teaching and learning a joy. The chapters are well organized and highly relevant – keeping in mind business and management students' needs. I have thoroughly enjoyed using this book as the main text for my post graduate management economics class."** ? *Abhijit Sengupta, Lecturer, Essex Business School, University of Essex, U.K.*

**"I have been using this text for teaching EMBA Global Asia program (a joint program of Columbia Business School, HKU Business School, and London Business School) in the last six years. Students like the text very much as it offers possibly the simplest and most concise explanation of economic concepts and principles that are applicable for business decision making."** ? *Tao Zhigang, Professor of Economics and Strategy, Faculty of Business and Economics, University of Hong Kong*

### About the Author

**Ivan Png** is a Distinguished Professor in the School of Business and Department of Economics at the National University of Singapore. Previously, Dr Png was a faculty member at the Anderson School, University of California, Los Angeles (1985–1996) and the Hong Kong University of Science and Technology (1993–1996), and Visiting Professor at the Tuck School of Business, Dartmouth College (2011–12). His book, *Managerial Economics*, has been published in multiple editions and adapted into Chinese (traditional and simplified characters), Korean, and Polish. He received the NUS-UCLA Executive MBA Teaching Excellence Award in 2008 and 2011. Dr Png was a nominated MP (10th Parliament of Singapore), 2005–2006, a member of the Trustworthy Computing Academic Advisory Board, Microsoft Corporation, 2006–10, and an independent director of Healthway Medical Corporation, 2008–2011.

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