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His text, MANAGERIAL ECONOMICS: A PROBLEM-SOLVING APPROACH is well recognized for teaching students to apply economics to real business problems. It is filled with real world problems (and solutions) from Dr. Froeb's students and clients. Dr. Froeb's research focuses on the economics of competition policy.

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Managerial economics, meaning the application of economic methods to the managerial decision-making process, is a fundamental part of any business or management course. It has been receiving more attention in business as managers become more aware of its potential as an aid to decision-making, and this potential is increasing all the time.

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