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This ninth edition of Managerial Economics and Business Strategy has been revised to include updated examples and problems, but it retains all of the basic content that made previous editions a success.

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Paul G. Keat has been a member of the Global Business Faculty at Thunderbird School of Global Management for the past twenty-five years. At present he is an Associate Professor Emeritus. Prior to his coming to Thunderbird, he was associated for many years with the International Business Machines Corporation in professional and managerial capacities.

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