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Microeconometrics in Business Management Jerzy W. Wi niewski, Department of Econometrics and Statistics, Nicholas Copernicus University, Poland

This book introduces the application of microeconomic methods for modelling various aspects of economic activity for small to large size enterprises, using methods that are based on both time – series and cross – section approaches. The information obtained from using these estimated models can then be used to inform business decisions that improve the efficiency of operations and planning. Basic models used in the modelling of the business (single – equation and multiple – equation systems) are introduced whilst a wide range of economic activity including major aspects of financial management, demand for labour, administrative staff and labour productivity are also explored. Microeconometrics in Business Management: Introduces econometric methods which can be used in the modelling of economic activity and forecasting, to help improve the efficiency of business operations and planning. Describes econometric entities through multiple – equation and single – equation microeconomic models. Explores the process of building and adapting basic microeconomic tools. Presents numerous micromodels based on time – series data and statistical cross – sectional sequences, which can be used in any enterprise. Features numerous real world applications along with examples drawn from the authors own experience. Is supported by a companion website featuring practice problems and statistical data to aid students to construct and estimate micro models. Features end of chapter exercises with examples present in free software GRETL. This book serves as a valuable resource for students, business management practitioners and researchers in econometric micro – model construction and various decision – making processes.

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Developed over a ten year period at the Stanford Business School, this textbook underscores the connections between microeconomics and business. Its full-length, integrated case studies reveal how economic models can yield answers to practical problems.

This book provides the most comprehensive treatment to date of microeconometrics, the analysis of individual-level data on the economic behavior of individuals or firms using regression methods for cross section and panel data. The book is oriented to the practitioner. A basic understanding of the linear regression model with matrix algebra is assumed. The text can be used for a microeconometrics course, typically a second-year economics PhD course; for data-oriented applied microeconometrics field courses; and as a reference work for graduate students and applied researchers who wish to fill in gaps in their toolkit. Distinguishing features of the book include emphasis on nonlinear models and robust inference, simulation-based estimation, and problems of complex survey data. The book makes frequent use of numerical examples based on generated data to illustrate the key models and methods. More substantially, it systematically integrates into the text empirical illustrations based on seven large and exceptionally rich data sets.

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Microeconomics for Public Managers presents a rigorous non-mathematical introduction to the study of microeconomics geared towards managers of nonprofit institutions. Provides an introduction to the economist ' s toolkit for students destined for not-for-profit enterprises and public institutions Topics are selected for their relevance to the non-profit sector, enabling key issues to be covered in greater depth than standard microeconomic textbooks Pertinent case studies and cost-benefit analysis are utilized throughout Features end-of chapter problem sets and study questions Describes economic decision-making applicable to non-profit managers Accompanying website with instructor materials is available at www.blackwellpublishing.com/keating

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