



Mikroökonomie und Management: Die Grundlagen (German Edition)

Juan-José Güida

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Wichtige unternehmenspolitische Fragestellungen, Analysekonzepte und Entscheidungsregeln, aber auch den strategischen Wettbewerb kann nur verstehen, wer die mikroökonomischen Grundlagen der modernen Managementlehre begreift. In diesem interdisziplinären Lehrbuch werden die Grundlagen der Mikroökonomie

mit den Kernaussagen moderner Managementtheorien verknüpft, wobei Erkenntnisse der Spieltheorie sowie der Institutionen- und Verhaltensökonomik herangezogen werden. Dadurch wird das Potential, das die Mikroökonomie bei der Analyse und Lösung zentraler Managementprobleme bietet, anschaulich verdeutlicht.

Das Lehrbuch bietet Studierenden der Mikroökonomie in einem betriebswirtschaftlich orientierten Studiengang einen leicht verständlichen Einstieg in die traditionellen Inhalte des Faches - die Haushalts- und Unternehmenstheorie, den Markt und die Preisbildung sowie die Marktformen - , ergänzt durch aktuelle Praxisbeispiele und Übungen. Studierenden der Managerial Economics und benachbarter Fachgebiete wiederum bietet es die Grundlagen ihres Fachs und dient darüber hinaus als komprimiertes mikroökonomisches Nachschlagewerk.

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