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About the Book

This Book with the title 'Managerial Economics' covers the Managerial Economics. The six chapters of this book were written in an easily digestible and reproducible format with the required information. An effort has been made to present the book in this form and if it proves helpful to the students, we shall consider my effort has been amply rewarded.

Cover Page



Drkinnthiga V is a dedicated and accomplished academic professional with a strong focus on teaching and research. She is working as an Assiant professor in faculty of Management, SIBM Institute of Science and Technology, Vadapadani. She is specialised in both human resource management and marketing. She has published more than 70 research articles in international journals. Dr. Kiruthiga V is actively engaged in contributing to the academic community and advancing knowledge in her areas of expertise

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