



# Managerial Economics and Organizational Architecture

*James A. Brickley, Clifford W. Smith, Jerold L. Zimmerman*

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**Managerial Economics and Organizational Architecture** James A. Brickley, Clifford W. Smith, Jerold L. Zimmerman

Brickley/Smith/Zimmerman's new approach to managerial economics takes models from recent economics research and applies this research to the internal structure of the firm. After teaching basic applied economics, the authors look inside the firm and apply this analysis to management decision making.

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