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Managerial economics, meaning the application of economic methods to the managerial decision-making process, is a fundamental part of any business or management course. It has been receiving more attention in business as managers become more aware of its potential as an aid to decision-making, and this potential is increasing all the time.

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Examples of the major cases included in the text are: Coca Cola's vertical structure and pricing; Breakeven at the "Asian Wall Street Journal"; Fujitsu; Texas Instruments; the DRAM industry; Qwest's 230 per cent excess capacity; Northwest Airlines' pricing strategy; Airbus' organizational architecture; Microsoft vs. AOL in Internet service; and Amazon's vertical integration into warehousing.

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