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98 Perloff/Brander, Managerial Economics and Strategy, Second Edition ©2017 Pearson Education, Inc. 1.3 The market demand curve is the sum of the quantity demanded by individual consumers at a given price. Graphically, the market demand curve is the horizontal sum of individual demand curves. 1.4 a.

### Chapter 2 Supply and Demand - Solutions Manual

Study of Managerial Economics helps in enhancement of analytical skills, assists in rational configuration as well as solution of problems. While microeconomics is the study of decisions made regarding the allocation of resources and prices of goods and services, macroeconomics is the field of economics that studies the behavior of the economy as a whole (i.e. entire industries and economies).

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