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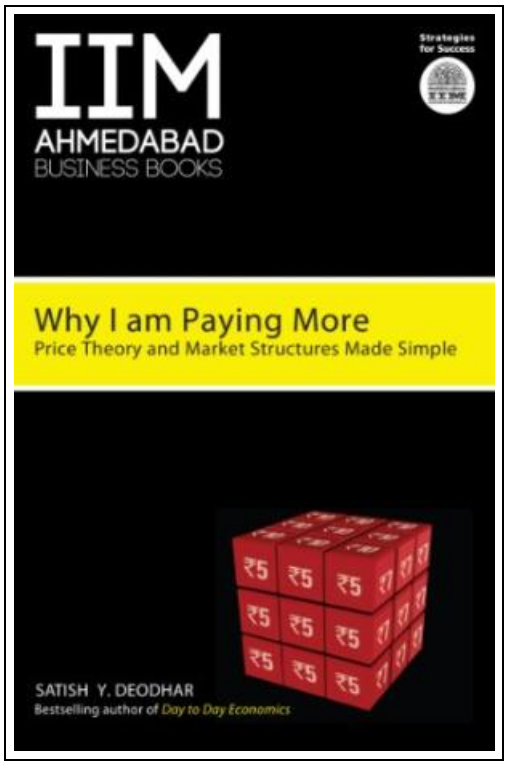

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Random House Publishers India Pvt. Ltd., Noida, India, 2013. Soft cover. Book Condition: New. Why do saree emporiums and apparel shops offer heavy discounts on a few occasions during the year Why is it that airline tickets booked well in advance are always cheaper How would Phoolan Devi and Veerappan react to a case of Prisoners Dilemma Professor Deodhar explains the dynamics of pricing with respect to demand and supply and the various market structures like perfect competition, monopoly, monopolistic competition and oligopoly through engaging everyday examples and case studies. With illustrative diagrams and interactive examples, Why I am Paying More is a highly useful and accessible book on microeconomics for both the uninitiated and the seasoned a must buy for students, professionals and layperson alike. Satish Y. Deodhar is a recipient of the Outstanding Ph.D. Dissertation Award from the Food Distribution Research Society, USA and the Distinguished Young Professor Award for Excellence in Research from IIMA, he has worked on imperfectly competitive market structures, agricultural trade, World Trade Organization (WTO) and food quality issues. Deodhar was selected as the Fellow of the Hewlett-IATRC Capacity Building Programme during 2006-08. He has conducted consulting projects for Indian Bank, Ministry of Food Processing Industry, Government of India and the Economic Research Service of the United States Department of Agriculture. Several of his research studies have been conducted for the Ministry of Agriculture, Government of India. His recent book, Day to Day Economics made it to the national bestseller list in the non-fiction category in 2012. Professor Deodhar was the first Convener of the computerized Common Admission Test (CAT) of the Indian Institutes of Management. At IIMA, he has served as chairperson of the PGPX programme, chairperson of PGP Admissions and Warden. Currently, he is the chairperson of the Economics Area. Page Extent:...

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