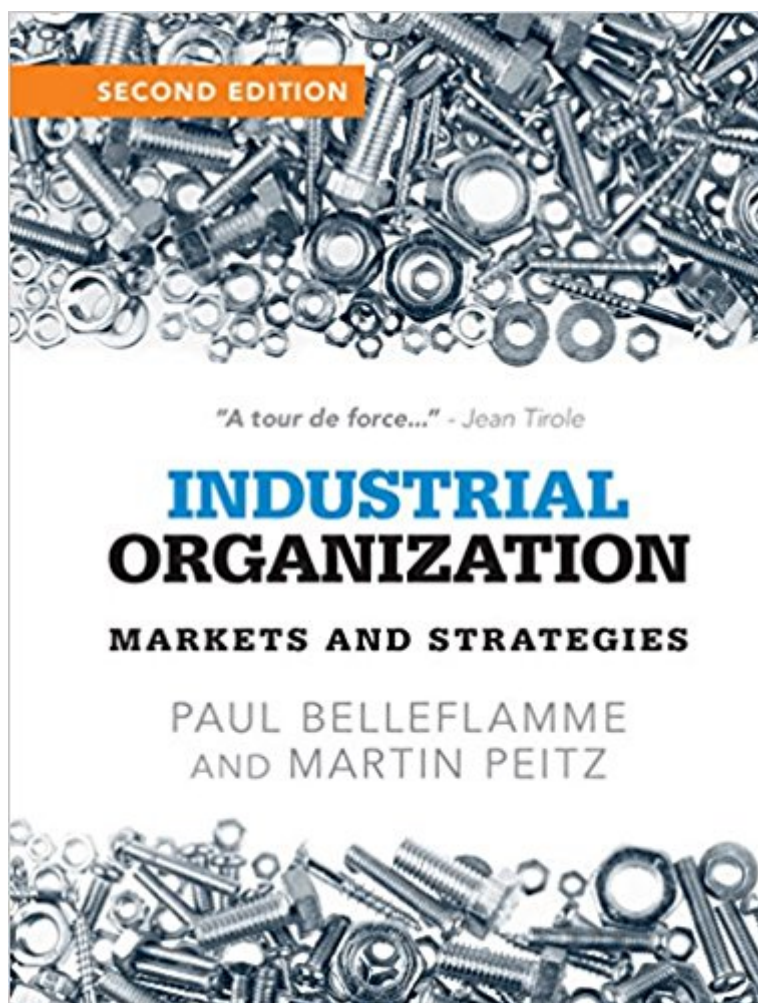


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# Industrial Organization: Markets And Strategies



## Synopsis

Thoroughly revised according to classroom feedback, *Industrial Organization: Markets and Strategies* offers an up-to-date and rigorous presentation of modern industrial organization that blends theory with real-world applications and derives implications for firm strategy and competition policy. This comprehensive textbook acquaints readers with the most important models for understanding strategies chosen by firms with market power and shows how such firms adapt to different market environments. The second edition includes new and revised formal models and case studies. Formal models are presented in detail, and analyses are summarized in 'lessons' which highlight the main insights. Theories are complemented by numerous real-world cases that engage students and lead them to connect theories to real situations. Chapters include review questions, exercises, and suggestions for further reading to enhance the learning experience, and an accompanying website offers additional student exercises, as well as teaching slides.

## Book Information

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## Customer Reviews

Absolutely spectacular!!!

For those like myself who used to think that nobody can make IO simpler, without losing substance, than Tirole gets surprised when Reading Belleflamme and Peitz. The thematic coverage is wide, covering theoretical models and some empirical research as well, and the exposition is quite balanced between text and math. Both are great: good writing and elegante math. It is tailored to intermediate level, but it is a good introduction by experts on some not so acquainted IO issues. I just feel they could make an ampler exposition on contracts, yet several topics have it.

Very satisfied with how accessible the material is to the reader.

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