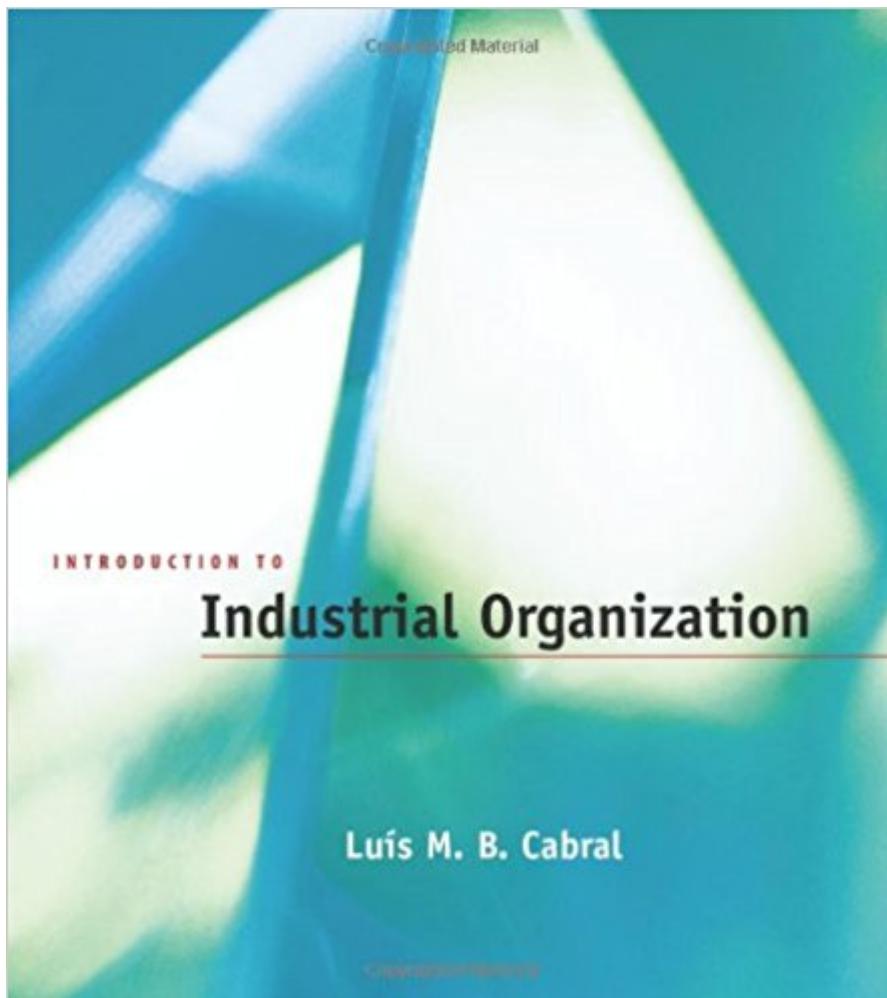


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# Introduction To Industrial Organization (MIT Press)



## **Synopsis**

Over the past twenty years, the study of industrial organization -- the analysis of imperfectly competitive markets -- has grown from a niche area of microeconomics to a key component of economics and of related disciplines such as finance, strategy, and marketing. This book provides an issue-driven introduction to industrial organization. It includes a vast array of examples, from both within and outside the United States. While formal in its approach, the book is written in a way that requires only basic mathematical training. Supplemental materials posted on the Web make more extensive use of algebra and calculus.

## **Book Information**

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## **Customer Reviews**

This is a great book, with great formulas and diagrams to explain the examples. If you are looking for a book that is in-depth for graduate level work, this probably is not the book for you. In many ways, I felt this book was a collection of what I was thinking about how Micro Economic theory applies to businesses and how business minds do business (Microsoft, Standards, Monopolies, Basic Game Theory, Why advertising works, Price wars Etc). Over all a pretty good text, with really great examples. No answers to answers in the back of the book to check your understanding. A few of the chapters are not the best, but over all a good book with great real life examples on the principles cover. The book also does a great job in explaining why the "Perfect Economic" Models break down slightly from what the theory says. Overall, a good book and class on understanding Economics from a more practical point of view. I cannot say if this book is better or worse than

others, but I enjoyed it as it was too the point and used related examples, and what was done and what could be done. With this book and a good professor, this class should not be a challenge for you.

Just when you thought there was no need for another Industrial Organization textbook, L. Cabral has written a book so breathtaking lucid that it may stand as the definitive introductory textbook for a generation. The author adeptly combines classic industrial organization theory with the latest advances in research and modern examples. The result is at once current and timeless, and will surely engage the beginning student more than any book currently on the market, or any book likely to be written. A must have for any introductory industrial organization class.

The layout and content of this book is truly outstanding. Cabral's lucid explanations and balance of theory and examples, make this book a pleasure to read. The text also provides a much needed framework for thinking about the ambiguous term, "strategy." Several of the author's reviewers comment that this text is destined to become the definitive introductory text on the industrial organization and I support that view.

This text on IO is easily used in the classroom. It has the "right" amount of rigor for undergraduates. Crisp graphs support the arguments. New cases can be used to supplement those in the text that date from 2000. I'm glad I adopted this text.

This book is clear and objective, presenting all the relevant topics in IO. Since it is very readable, the potential audience for this book is enormous. However, more could be drawn from this book if you have some background in microeconomics.

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