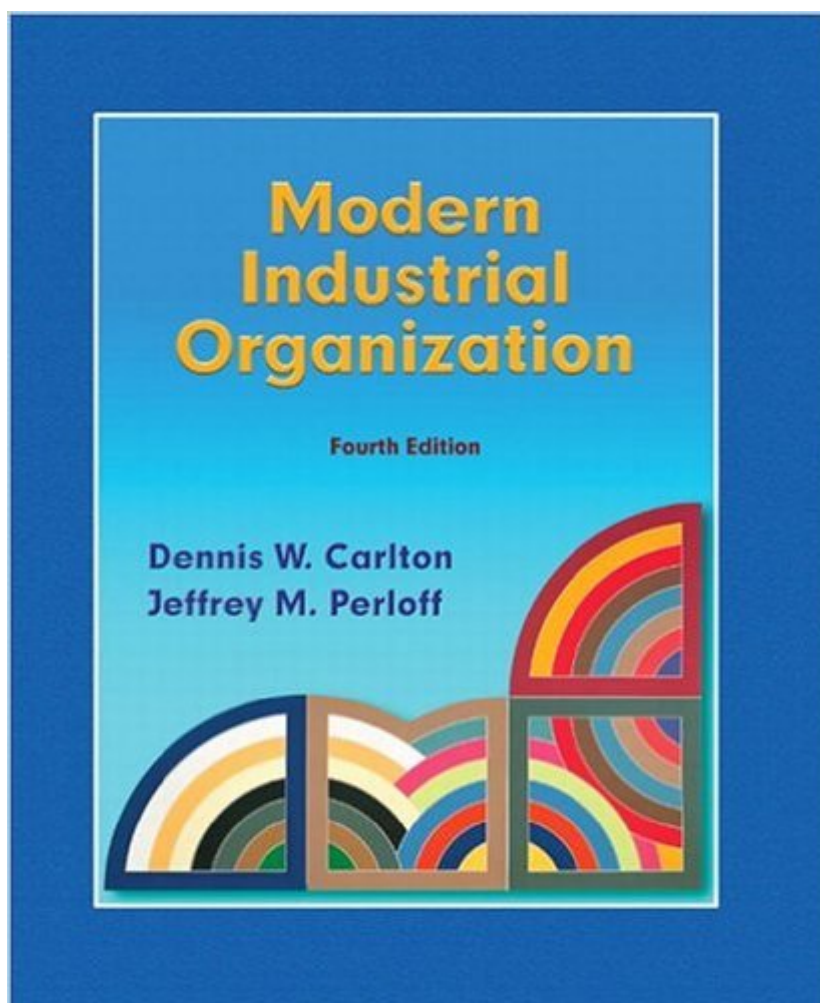


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Modern Industrial Organization (4th Edition)



Synopsis

Written by two of the field's most respected researchers, *Modern Industrial Organization* goes beyond the traditional structure-conduct-performance framework by using the latest advances in microeconomic theory, including transaction cost analysis, game theory, contestability, and information economics. Fully updated to reflect new trends and topics, the Fourth Edition focuses on providing students with a clear, unified structure for analyzing theories and empirical evidence about the organization of firms and industries.

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Customer Reviews

I've only used 9 textbooks in my undergraduate career in Economics, however, this book would probably fit either as the best or 2nd best... I can't really determine which deserves the "coveted" "best" slot. To say firstly, this book passes the "I haven't attended class for the last 4 weeks and only have read the book, but still received an A- for the midterm" test. I think I can say in full confidence that IO is pretty much a standard course and this pretty much covers all the standard topics that any IO course would cover in one semester. I used this book for a more "advanced" IO course (there are 2 in my university) and I used the book almost exclusively in preparation for my exams. I can say that the book's appendices are excellent, despite the previous comment. It displays the material very concisely and in a very formal manner. The presentation in the appendices is not laconic and is very understandable.... I would have to say it achieves almost maximum efficiency with relevant material per page. Actually, for my case, the appendices were very much more useful than the actual text itself. The level of mathematics does not exceed a standard non-formal multi-variable calculus level

and is thus very accesible. With regards to applicability of the material, I found no problems in figuring out how the forumale applied with respect to the theory for the most part... However, I suspect if it is obtuse (for the level of maturity in the class) then the instructor would augment the text with problem sets and excercises.

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