

Industrial Organization: Competition, Strategy & Policy

John Lipczynski, John O.S. Wilson, John Goddard



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The fourth edition of Industrial Organisation continues to highlight the strong link between the theory and analysis of industrial economics using engaging case studies. It takes students on a journey through the historical development of industrial organisation to the present day with new case studies exploring contemporary issues in business, finance and economics such as: * Corporate governance * Executive pay * Price Wars * Cloud computing * Barriers to entry in banking * Patent infringement * Social networking * Mergers in the car industry * Outsourcing

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