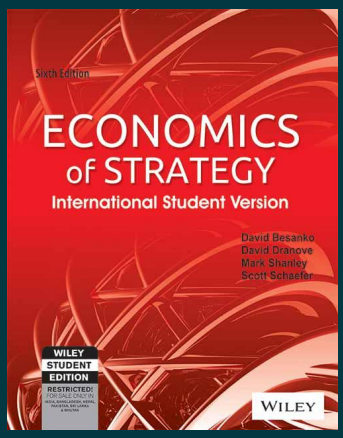
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By David Besanko, David Dranove, Mark Shanley, Scott Schaefer

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Description

Economics of Strategy offers a comprehensive text that provides a link between economic theory and business applications that is at once technical in its approach and accessible due to its numerous examples and clear writing style. The sixth edition of Besanko's Economics of Strategy uses economic theory to bring new insights to popular topics in modern strategy. By presenting basic concepts of economic theory with ideas in modern strategy literature, this book provides readers with a logical framework for understanding the strategic activities within a firm.

About the Author

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Professor David Besanko is the Alvin J. Huss Distinguished Professor of Management and Strategy at the Kellogg School of Management at Northwestern University. Professor Besanko's research covers topics relating to industry dynamics

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