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Cabral is Paganelli-Bull Professor of Economics and Business and Dean of the Department of Economics at The Leonard Ann Stern School of Business at New York University. The industrial organization needed a book like this. This expression by Luis Cabral, who himself has made great donations to the field, will be valuable to all students of the industrial organization. Paul Clamperflow of the British Academy and professor of economics at Edgeworth, Aford University, this ordained book looks like it will become a leading text in the field. It contains very good incentive examples from several countries, and is the first to successfully accommodate a modern discussion of the determinants of the market structure. I'm going to adopt. Michael WatersonDepartment of Economics, University of Warwick This is destined to be a leading text both for traditional courses in industrial organization and for courses on the economics of management strategy. 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The Study of the Industrial Organization (IO)—analyzing how enterprises compete with each other—has become a key component of the economy and related disciplines such as finance, strategy, and marketing. This book offers a problem-based introduction to the industrial organization. Although official in its approach, it is written in a manner that only requires basic mathematical education. Includes a wide array of samples, from both inside and outside the United States. This second version has been fully updated and revised. In addition to updated examples, this prescription offers more systematic treatment with public policy implications. It features added advanced sections, with analytical treatment of ideas previously presented orally; and exercises, which allow for a deeper and more formal understanding of each subject. The new edition also includes an introduction to empirical methods such as demand estimation and balance identification. Additional materials are available online. 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