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The book begins by focusing on the boundaries of the firm and examines competitive strategy from the perspective of industrial organization (IO) economics, particularly Porter's Five Forces. It then explores strategic positioning and dynamics as well as topics associated with internal organization, including personnel economics, organization structure, and strategic fit.

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traditional microeconomics and management strategy. In the years preceding our work on the first edition of Economics of Strategy, two important books appeared. Sharon Oster's Modern Competitive Analysis was remarkable for its breadth, covering most of the topics that we had identified as important to teach in a management strategy class.

S!#\$%& ECONOMICS OF

The Economics of strategy, 5th édition has been translated into French by Thierry Burger-Helmchen, Julien Pénin and Caroline Hussler, under the title " Principes économiques de stratégie ", edited by DeBoeck.

Economics of Strategy - Wikipedia

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.

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