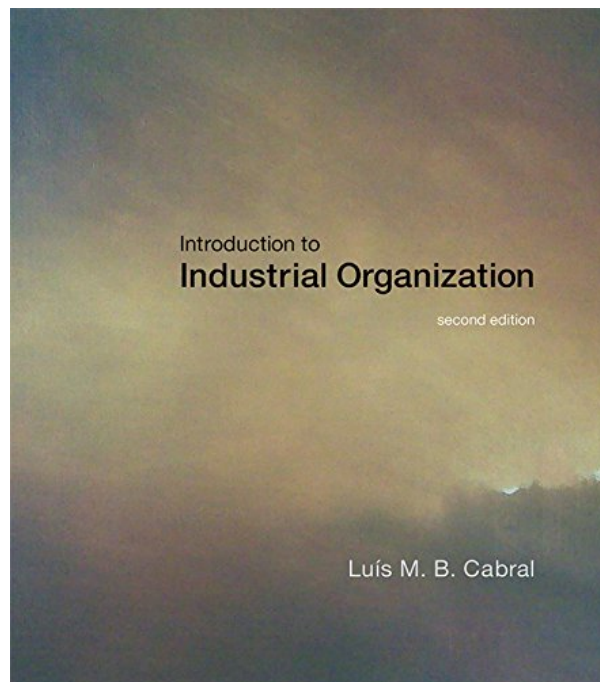
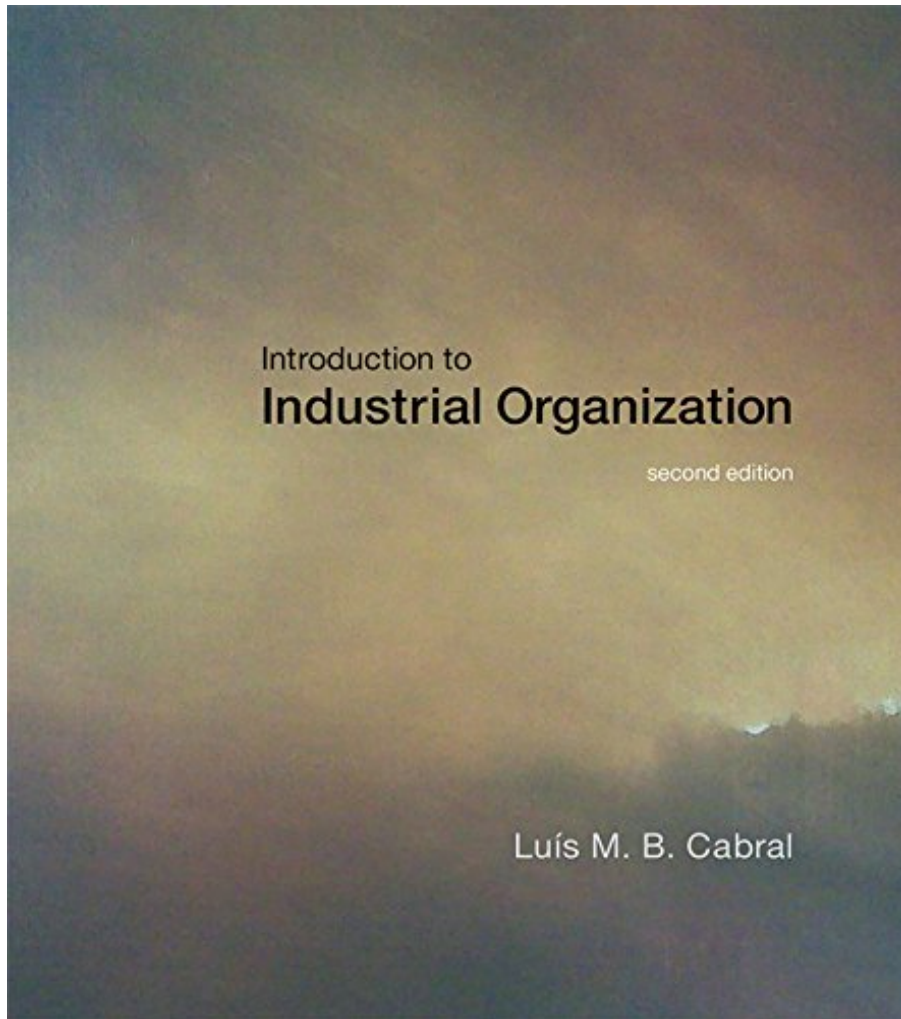


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Review

Luis Cabral has updated his industrial organization textbook. The revision retains the strengths of the original: it is clear and succinct, with an emphasis on how the field addresses important applications. The many new examples ensure the relevance of the material.

(Robert Porter, William R. Kenan Jr. Professor of Economics, Northwestern University; coeditor of Handbook of Industrial Organization)

Introduction to Industrial Organization is a rare commodity: an intellectually rigorous textbook that is elegant, concise, and a pleasure to read. Cabral manages to communicate difficult ideas precisely while keeping the focus squarely on issues that matter for the real world. It is the ideal introduction for undergraduates, MBA students, or anyone else looking for a non-technical overview of the field.

(Matthew Gentzkow, Professor of Economics, Stanford University)

Cabral's Introduction to Industrial Organization is clear, precise, relevant, even fun. This delightful volume is your best choice for crisp and accessible coverage of IO theory. The second edition sparkles just like the first.

(Carl Shapiro, Transamerica Professor of Business Strategy, Haas School of Business, University of California at Berkeley)

This is a wonderful textbook: concise, precise, and full of up-to-date examples. If you are looking for an intuitive treatment of industrial organization that is rigorous and yet doesn't bog you down in excessive detail, this is a great choice.

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Luis Cabral's book covers all the basic topics in Industrial Organization in an easily accessible way. It is a perfect exposition for an undergraduate class or for a professional who wants to become acquainted with the topics IO deals with and why they are important. He has done the field a great service.

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Cabral introduces the theoretical ideas and frameworks of contemporary IO expertly, succinctly, and with flair. Motivating examples and stylized facts bring the theories alive. The new edition of *Introduction to Industrial Organization* updates and improves the organization of the first, while keeping its expository charms.

(Michael H. Riordan, Laurans A. Arlene Mendelson Professor of Economics, Columbia University)

About the Author

Luís M. B. Cabral is Paganelli-Bull Professor of Economics and International Business and Chair of the Department of Economics at the Leonard N. Stern School of Business at New York University.

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The study of industrial organization (IO) -- the analysis of the way firms compete with one another -- has become a key component of economics and of such related disciplines as finance, strategy, and marketing. This book provides an issue-driven introduction to industrial organization. Although formal in its approach, it is written in a way that requires only basic mathematical training. It includes a vast array of examples, from both within and outside the United States. This second edition has been thoroughly updated and revised.

In addition to updated examples, this edition presents a more systematic treatment of public policy implications. It features added advanced sections, with analytical treatment of ideas previously presented verbally; and exercises, which allow for a deeper and more formal understanding of each topic. The new edition also includes an introduction to such empirical methods as demand estimation and equilibrium identification. Supplemental material is available online.

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This is a great book, with great formulas and diagrams to explain the examples. If you are looking for a book that is in-depth for graduate level work, this probably is not the book for you. In many ways, I felt this book was a collection of what I was thinking about how Micro Economic theory applies to businesses and how business minds do business (Microsoft, Standards, Monopolies, Basic Game Theory, Why advertising works, Price wars Etc).

Over all a pretty good text, with really great examples. No answers to answers in the back of the book to check your understanding. A few of the chapters are not the best, but over all a good book with great real life examples on the principles cover. The book also does a great job in explaining why the "Perfect Economic" Models break down slightly from what the theory says. Overall, a good book and class on understanding Economics from a more practical point of view.

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best way to get introduced to industrial organization

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This book is clear and objective, presenting all the relevant topics in IO. Since it is very readable, the potential audience for this book is enormous. However, more could be drawn from this book if you have some background in microeconomics.

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