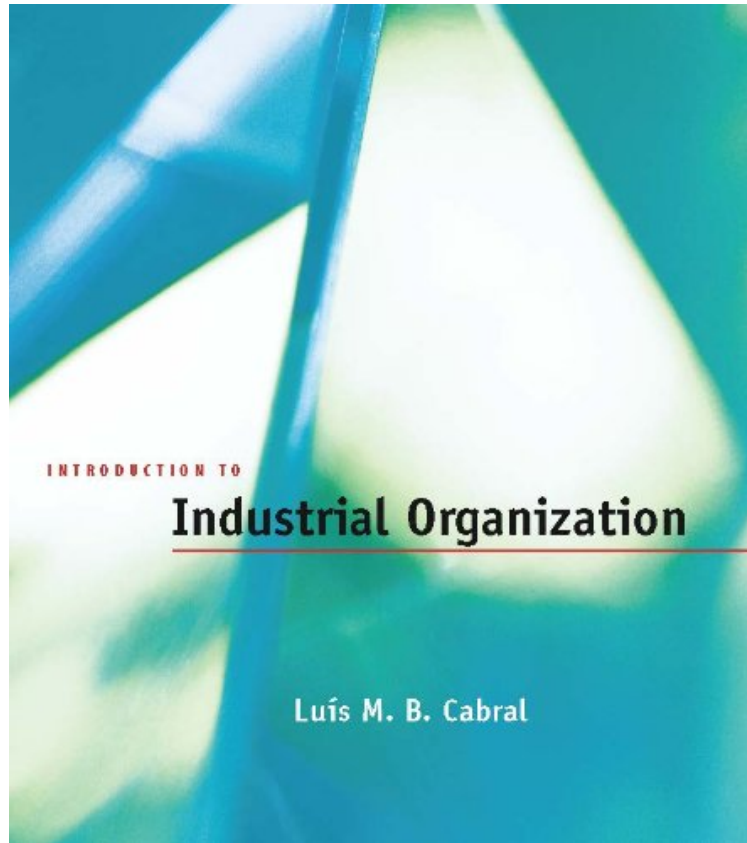


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## Introduction to Industrial Organization (MIT Press)

*Luis M. B. Cabral*

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**Luis M. B. Cabral : Introduction to Industrial Organization (MIT Press)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Introduction to Industrial Organization (MIT Press):

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font, every page you have to zoom in to read. The experience is horrible!! It's better to get a paper book!!!

Over the past twenty years, the study of industrial organization -- the analysis of imperfectly competitive markets -- has grown from a niche area of microeconomics to a key component of economics and of related disciplines such as finance, strategy, and marketing. This book provides an issue-driven introduction to industrial organization. It includes a vast array of examples, from both within and outside the United States. While formal in its approach, the book is written in a way that requires only basic mathematical training. Supplemental materials posted on the Web make more extensive use of algebra and calculus.

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. (Ali Hortacsu, Ralph and Mary Otis Isham Professor of Economics, University of Chicago) 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. (Ariel Pakes, Thomas Professor of Economics, Harvard University; editor, Microeconomic Insights) 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 Luis 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.