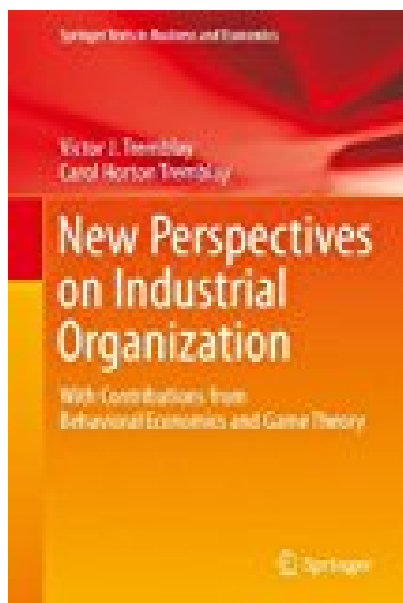


New Perspectives on Industrial Organization With Contributions from Behavioral Economics and Game Theory Springer Texts in Business and Economics



BOOK DETAILS

- Author : Victor J. Tremblay
- Pages : 811 Pages
- Publisher : Springer
- Language : English
- ISBN : 1461432405

[↓ DOWNLOAD](#)

BOOK SYNOPSIS

This book covers the main topics that students need to learn in a course on Industrial Organization. It reviews the classic models and important empirical evidence related to the field. However, it will differ from prior textbooks in two ways. First, this book incorporates contributions from behavioral economics and neuroeconomics, providing the reader with a richer understanding of consumer preferences and the motivation for many of the business practices we see today. The book discusses how firms exploit consumers who are prone to making mistakes and who suffer from cognitive dissonance, attention lapses, and bounded rationality, for example and will help explain why firms invest in persuasive advertising, offer 30-day free trials, offer money-back guarantees, and engage in other observed phenomena that cannot be explained by the traditional approaches to industrial organization. A second difference is that this book achieves a balance between textbooks that emphasize formal modeling and those that emphasize the history of the field, empirical evidence, case studies, and policy analysis. This text puts more emphasis on the micro-foundations (i.e., consumer and producer theory), classic game theoretic models, and recent contributions from behavioral economics that are pertinent to industrial organization. Each topic will begin with a discussion of relevant theory and models and will also include a discussion of concrete examples, empirical evidence, and evidence from case studies. This will provide students with a deeper understanding of firm and consumer behavior, of the factors that influence market structure and economic performance, and of policy issues involving imperfectly competitive markets. The book is intended to be a textbook for graduate students, MBAs and upper-level undergraduates and will use examples, graphical analysis, algebra, and simple calculus to explain important ideas and theories in industrial organization.

NEW PERSPECTIVES ON INDUSTRIAL ORGANIZATION WITH CONTRIBUTIONS FROM BEHAVIORAL ECONOMICS AND GAME THEORY SPRINGER TEXTS IN BUSINESS AND ECONOMICS - Are you looking for

Ebook New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics ? You will be glad to know that right now New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product. Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics and many other ebooks.

We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics . To get started finding New Perspectives On Industrial Organization With Contributions From Behavioral Economics And Game Theory Springer Texts In Business And Economics , you are right to find our website which has a comprehensive collection of manuals listed.