Modern Competitive Analysis

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Abstract

This book shows that combining a sound understanding of economic and managerial principles can make a striking difference in the quality of the strategic planning of an organization and provide guidelines for effective corporate strategies. Covering new and important areas in economics not treated in other management and strategic planning books, Modern Competitive Analysis is a fundamental resource to the managers of today and tomorrow. The Third Edition includes new material in game theory, added value analysis and strategic intent. Examples are drawn from modern network industries and more attention is paid to newly deregulated markets.

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