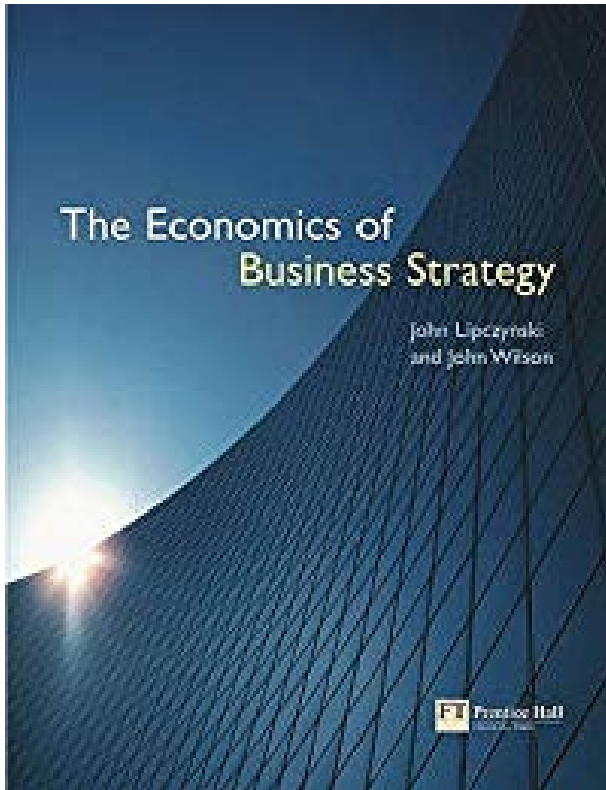


The Economics Of Business Strategy



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Examines how industry environment and business strategies determine company performance. This book provides an introduction to the economics of business strategy, introducing key concepts drawn from microeconomics, industrial organisation, business economics, business environment, organisation studies and strategic management.