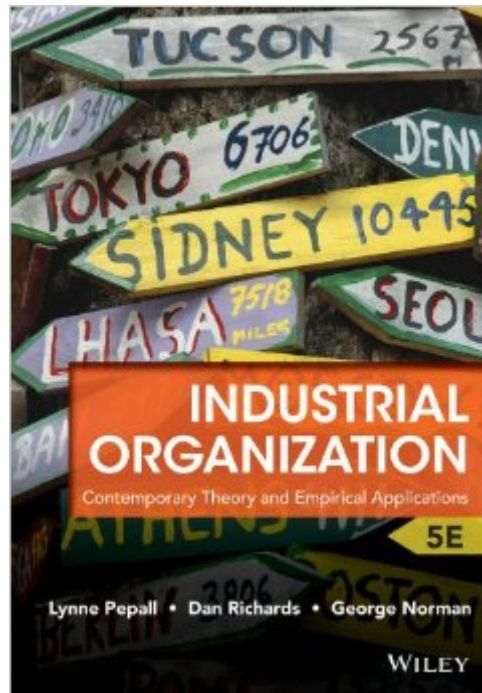


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# Industrial Organization: Contemporary Theory And Empirical Applications



## Synopsis

Pepall's Industrial Organization: Contemporary Theory and Empirical Applications, 5th Edition offers an accessible text in which topics are organized in a manner that motivates and facilitates progression from one chapter to the next. It serves as a complete, but concise, introduction to modern industrial economics. The text uniquely uses the tools of game theory, information economics, contracting issues, and practical examples to examine multiple facets of industrial organization. The fifth edition is more broadly accessible, balancing the tension between making modern industrial analysis accessible while also presenting the formal abstract modeling that gives the analysis its power. The more overtly mathematical content is presented in the Contemporary Industrial Organization text (aimed at the top tier universities) while this Fifth Edition will be less mathematical (aimed at a wider range of four-year colleges and state universities).

## Book Information

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## Customer Reviews

A poor textbook. The material is somewhat difficult to follow. The derivations often avoid calculus to make the information more accessible to those with less mathematics knowledge, but this just makes them abstruse. The problems are the worst part. Many of the numbers and explanations included in the problems and their answer key are simply incorrect. It's almost like it was not edited.

I bought this book for an economics class at my university and I now that I'm in my final week of the semester I can give you my impression of the book. To put it simply, it's overly complicated. This book will provide you with ten equations every chapter when you only need one to understand it.

The questions at the end of the chapter only require one or two equations but all of the content provided in the chapter will make it seem like it cannot be as easy as it is. My advice to those who are taking a university course: watch youtube videos on the subject. 7 minutes of video will explain 50 pages of reading. You can clearly tell this book is written by someone that is an academic researcher than an author(s) with teaching experience

After more than 12 years of studies at different universities, this book is one of the worst books I have ever had a part of the curriculum. The author has lots of knowledge, but it is difficult to follow the reasoning. Calculus is imbedded in the text in a way that makes it difficult to grasp. There are hardly any figures to support the text, and there are only a limited amount of practice problems that might clarify problems.

not useful

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