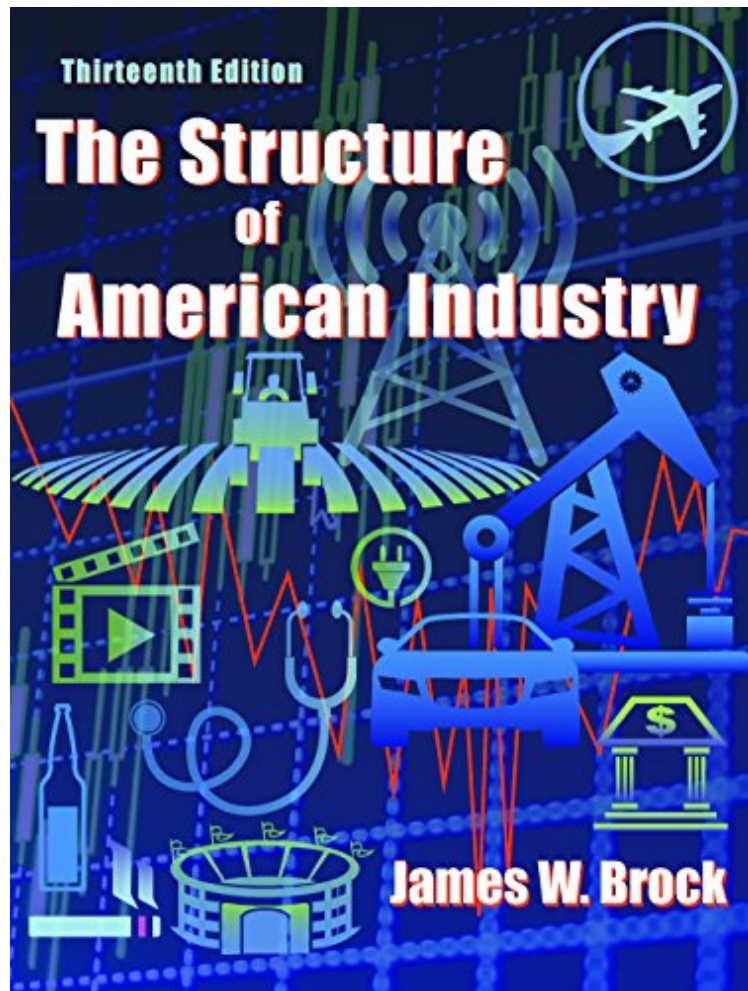


The Structure of American Industry

James W. Brock

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James W. Brock : The Structure of American Industry before purchasing it in order to gage whether or not it would be worth my time, and all praised The Structure of American Industry:

The major American industries—agriculture, petroleum, electricity, banking, telecommunications, movies, college sports, airlines, health care, and the beer, cigarette, and automotive industries—intersect our lives every day. Studying these industries raises a number of economic questions: How are the individual industries organized and structured? What is their history? What are the dominant organizations in each field, and what share of their market do they represent? What is the nature of competition in these fields, and how effectively does it govern economic decision making? The nature of these industries also raises a host of public policy challenges: What significant policy issues do they pose, what options are available for addressing them, and what role can and should the government play? Unlike

other books that offer economic treatments focused on theoretical expositions and analyses, the thirteenth edition addresses all these questions in a manner that treats each industry in a comprehensive, holistic way. Brock's approach focuses on everyday experience, enhancing readers' understanding through examples that emphasize incident and detail. Each chapter, written by an expert in the field, has been updated or rewritten for this edition. A new chapter on the movie industry has been added as well. This outstanding overview of American industry offers the reader a live laboratory of clinical examination and comparative analysis.

"This is the best book on American industries and can be of value to undergraduates and graduate students alike. Each chapter is economically solid and eminently readable." --Kenneth Elzinga, University of Virginia
"This is an excellent survey of a variety of industries and the forces that have shaped and changed them over time. I believe it is an indispensable supplement to any IO text to provide the real-world perspective needed to bring the theory to life." --
Kristina M. Lybecker, Colorado College