

<<Blackwell管理百科全书>>

图书基本信息

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内容概要

In addition to the standard terms and concepts in managerial economics, there are several new items in the new edition. We now have entries on the internet (lock-in, network externalities, etc.) and on the EU (competition policy, merger policy). This edition also has entries on the Microsoft antitrust case, market microstructure and more which will be of interest to readers.

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