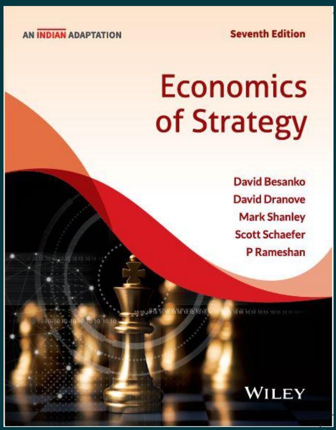

Economics of Strategy, 7ed (An Indian Adaptation)

By David Dranove, David Besanko, Mark Shanley, Scott Schaefer, P. Rameshan

Paperback | 9789354644078 | [NOT PROVIDED] publication_date | ₹1,159.00

Pages : 640 pages

Description

Economics of Strategy focuses on the key economic concept’s students must understand and master to develop a sound business strategy. With a thorough and deep analysis, this Indian adaptation introduces the emerging business phenomena such as online network applications, business platforms, and big data. The inclusion of a completely new chapter on Business Platforms and Competition will help students in comprehending the role of platforms in today’s competitive business era.

About the Author

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David Besanko

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