



# Economics and Management of Competitive Strategy

*Daniel F Spulber*

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## **Economics and Management of Competitive Strategy** Daniel F Spulber

This book provides a comprehensive and integrated approach to management strategy that is based on economics. A basic introductory strategy text that integrates economic analysis with management strategy, it takes into account global competition and high-tech (Internet) developments, and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation (of products, processes, and transactions). Although many of the principles are illustrated with numerical examples, the text does not require a background course in economics or mathematics, and does not contain technical graphs or equations. Thus, the book is suitable for undergraduate managerial economics and strategy courses, as well as for introductory MBA courses in business strategy and as a companion to case studies.

The Power Point Slides for each of the chapters is available upon request for all instructors who adopt this book as a course text. Please send your request to [sales@wspc.com](mailto:sales@wspc.com).

### **Contents:**

- **Management Strategy:**
  - Designing Management Strategy
  - Value-Driven Strategy
- **The Market Compass:**
  - Customers and Suppliers
  - Competitors and Partners
- **The Organizational Grid:**
  - Organizational Structure and Performance
  - Organizational Abilities and Incentives
- **Competitive Advantage:**
  - Competitive Advantage and Value Creation
  - Transaction Costs and the Firm's Vertical Structure
- **Competitive Strategy:**
  - Price Leadership Strategy
  - Product Differentiation Strategy
  - Transaction Coordination Strategy
  - Entry Strategy

**Readership:** Undergraduate students in managerial economics and business strategy courses; graduate MBA students.

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