

The Structure Of American Industry 9th Edition

The Structure of European Industry is a collection of essays on the economic organization of industrial sectors in Europe, which may serve either of policy makers in business and in Government; and staff and students at Universities. The first group increasingly needs a focus on the longer-term developments of European industry, now that the positive (growth) effects of the economic integration of the sixties have worn off. Restructuring is the current catch word and nobody can deny the necessity and urgency of the task. But it has become a day-to-day affair and there may be a loss of perspective. The second group is growing up in an international environment and should be equipped accordingly. Many-faceted tasks are involved with serving either depending on the problems which differ according to industries. And here the bewildering complexity of the European industrial scenery strikes. Some of these industries are old fashioned; some are new; some are national in orientation; some have become integrated; some have a competitive structure; some are cartellized or heavily concentrated; some have been interfered with by national Governments, others were free from such policing; etc. Moreover, a number of industries show various combinations of these and other facets at the same time.

Key features include: NEW -- Four new industries are now represented, including health care, cigarettes, telecommunications, and commercial banking. All of the case studies carried over from the previous edition have been significantly revised and updated. NEW -- The industry studies on computers and college sports have been completely rewritten for this edition. Each industry is framed within the structure-conduct-performance approach to industrial organization. The uniqueness of each industry and important international issues are examined throughout the text. Industries included in this edition are agriculture, petroleum, automobiles, beer, computers, college sports, airlines, motion picture entertainment, cigarettes, health care, telecommunications, and commercial banking.

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For undergraduate/graduate courses in industrial organization. This widely used casebook continues to offer an interesting, kaleidoscopic collection of industry studies that will enable the student to analyze and understand major issues in the American economy.

Losman and Liang provide a framework for an alternative analysis of American industry and present the supporting economic data. Focusing primarily on the manufacturing sector, the authors examine the effects of such influences as increased foreign competition, technology advances, and the changing position of the United States in the world economy on American industry. They reveal that although the once unchallenged preeminence of the United States economy and its industrial capabilities is clearly a thing of the past, American industry still exhibits major strengths and that positive changes are taking place.

Americans continually cross paths with major industries that comprise the U.S. economy. These industries face and raise challenging issues that in turn generate important economic questions: How are individual industries organized and structured? What share of their market do they represent? What are the major public policy issues

they affect? What are the economic consequences of addressing them? A single text examining every industry would provide a disjointed, haphazard analysis. The case-study approach taken in *The Structure of American Industry* avoids such shortcomings. The expert author of each case study presents a comprehensive and coherent analysis of a specific industry. The holistic, in-depth treatment sparks lively interest, does not succumb to theoretical abstractions, and offers practical answers to economic questions.

Summarizing the facts about the prevailing sizes of industrial firms or plants and the patterns of industrial location in Britain and America, this book also interprets the facts in basic terms such as technical requirements and consumer habits. Examining investment and human resource management, the contrasts and (unexpected) similarities in the industrial structure and government of the two countries are analysed. The book includes new research into the real seat of power in the British joint stock company and compares the results with the realities of the American corporation.

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.

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