

| | |
|------------------------------|-----|
| About the Authors | v |
| Preface to the Fifth Edition | vii |

| | |
|-----------------------------|----------|
| Part One Foundations | 1 |
|-----------------------------|----------|

| | |
|---|----|
| 1 Industrial Organization: What, How, and Why | 2 |
| 2 Basic Microeconomics | 19 |
| 3 Market Structure and Market Power | 47 |
| 4 Technology and Cost | 64 |

| | |
|---|-----------|
| Part Two Monopoly Power in Theory and Practice | 91 |
|---|-----------|

| | |
|--|-----|
| 5 Price Discrimination and Monopoly: Linear Pricing | 92 |
| 6 Price Discrimination and Monopoly: Nonlinear Pricing | 119 |
| 7 Product Variety and Quality Under Monopoly | 142 |
| 8 Commodity Bundling and Tie-In Sales | 173 |

| | |
|--|------------|
| Part Three Strategic Interaction and Basic Oligopoly Models | 213 |
|--|------------|

| | |
|--|-----|
| 9 Static Games and Cournot Competition | 214 |
| 10 Oligopolistic Price Competition | 242 |
| 11 Dynamic Games and First and Second Movers | 264 |

| | |
|--|------------|
| Part Four Anticompetitive Behavior and Antitrust Policy | 283 |
|--|------------|

| | |
|---|-----|
| 12 Entry Deterrence and Predation | 284 |
| 13 Predatory Conduct: More Recent Developments | 316 |
| 14 Price Fixing, Repeated Games, and Antitrust Policy | 349 |

| | |
|--|------------|
| Part Five Contractual Relations Between Firms | 385 |
|--|------------|

| | |
|--------------------------------------|-----|
| 15 Horizontal Mergers | 386 |
| 16 Vertical and Conglomerate Mergers | 427 |

iv Contents

| | | |
|---|---|------------|
| 17 | Vertical Price Restraints | 459 |
| 18 | Non-Price Vertical Restraints | 486 |
| Part Six Non-Price Competition | | 515 |
| 19 | Advertising, Market Power, and Information | 516 |
| 20 | Research and Development | 548 |
| 21 | Patents and Patent Policy | 578 |
| Part Seven Networks, Auctions, and Strategic Policy Commitment | | 611 |
| 22 | Network Issues | 612 |
| 23 | Auctions: Basic Theory and Applications | 637 |
| 24 | Strategic Commitments and International Trade | 661 |
| Answers to Practice Problems | | 677 |
| Index | | 695 |