

The Computer Industry: Structure, Economics, Perspectives

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Reviews

Extensive guide! Its this kind of excellent read through. it absolutely was writtern very perfectly and helpful. Your way of life period is going to be change when you complete reading this ebook. (Murphy Dooley)

THE COMPUTER INDUSTRY: STRUCTURE, ECONOMICS, PERSPECTIVES



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Gà rard Drà an. Paperback. Book Condition: New. Paperback. 384 pages. Dimensions: 9.6in. x 6.7in. x 0.9in.This book is a case study in industrial economics, using the computing industry as a base at a time when it was undergoing drastic changes. The objective was to identify and analyze those major forces and mechanisms which account for the evolution of an industry. The approach is to recognize the diversity of enterprises and to explore the interplay between products, production processes and the characteristics of enterprises, including their organization and management systems, which business experience indeed shows can be decisive competitive advantages or disadvantages. One might expect the analysis of competitive processes to be readily available in the economic literature, but most economics are of little help here, since their fundamental paradigms of competition and equilibrium all but ignore the real-world notions of enterprise, differentiation and competition. To understand the internal working of enterprises, one has to turn to the so-called management literature, which unfortunately most often stops at the border of the enterprise and seldom tackles the interplay between internal choices and the workings of the market. The separation of those two disciplines is an essential weakness when considering the subject of this book. Economic theory uses too schematic a view of the firm, and organizational theory has too little concern for the market environment. This book attempts to combine those two strands of thought into one theory of industrial structure. Its subject, one particular industry, is limited enough for theory to be always confronted with the experience of the business professional. At the same time, that subject is comprehensive enough to allow moving beyond a pure monograph and to support the beginnings of...

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