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traditional microeconomics and management strategy. In the years preceding our work on the first edition of Economics of Strategy, two important books appeared. Sharon Oster's Modern Competitive Analysis was remarkable for its breadth, covering most of the topics that we had identified as important to teach in a management strategy class.

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The Economics of strategy, 5th edition has been translated into French by Thierry Burger-Helmchen, Julien Pénin and Caroline Hussler, under the title " Principes économiques de stratégie ", edited by DeBoeck.

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