DESCRIPTION

Pepall's *Industrial Organization: Contemporary Theory and Empirical Applications, 5th Edition* offers an accessible text in which topics are organized in a manner that motivates and facilitates progression from one chapter to the next. It serves as a complete, but concise, introduction to modern industrial economics.

The text uniquely uses the tools of game theory, information economics, contracting issues, and practical examples to examine multiple facets of industrial organization. The fifth edition is more broadly accessible, balancing the tension between making modern industrial analysis accessible while also presenting the formal abstract modeling that gives the analysis its power. The more overtly mathematical content is presented in the Contemporary Industrial Organization text (aimed at the top tier universities) while this *Fifth Edition* will less mathematical (aimed at a wider range of four-year colleges and state universities).

ABOUT THE AUTHOR

*Lynne Pepall* is Professor of Economics and Dean of the Graduate School of Arts and Sciences at Tufts University. Professor Pepall received her undergraduate degree in mathematics and economics from Trinity College, University of Toronto, and her Ph.D. in economics from Cambridge University in England. She has written numerous papers in industrial organization, appearing in the *Journal of Industrial Economics, International Journal of Industrial Organization, Journal of Economics and Management Strategy, Economic Journal, Canadian Journal of Economics, Economica,* and the *American Journal of Agricultural Economics.*
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