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## The Computer Industry: Structure, Economics, Perspectives

By Gérard Dréan

Gérard Dréan. 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 economists treat firms as black boxes, ignoring their differences. Beyond providing the basic concepts and mechanisms, mainstream 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...



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