

ERRATA TO THE 9th, 10th AND 11th PRINTING OF
INDUSTRIAL ORGANIZATION: THEORY & APPLICATIONS

by
Oz Shy

February 9, 2018

E-mail : ozshy@ozshy.com
Web-page : www.ozshy.com
Catalog-page : <http://mitpress.mit.edu/books/industrial-organization>
This draft : 9ioerrat36.tex 2018/02/09 06:56 3 pages total

Chapter 7: Markets For Differentiated Products

p.134. Bottom left side of Figure 7.1 should be: COURNOT (Subsec. 7.1.1) and BERTRAND (Subsec. 7.1.2)

p.142, 1st line below Proposition 7.4: “It is amazing?” should be: “Is this amazing?”

Chapter 8: Concentration, Mergers And Entry Barriers

p.179, 3rd line below Proposition 8.3: “...firm B or firm 1...” should be: “...firm B or firm 2...”

Chapter 10: The Economics Of Compatibility And Standards

p.272: Equations (10.16) and (10.17) hold for the two equilibria in which all three consumers are served (see Proposition 10.13 on p.271). However, for the third equilibrium, in which consumer AB is not served, equations (10.16) and (10.17) should be modified to $CS^I = 0$ and $W^I = 4\lambda$, respectively.

Chapter 11: Advertising

p.289 (bottom 2 lines) and p.290 (first 2 lines): This discussion should be rewritten since in the specified range firms overadvertise (not underadvertised as stated).

Chapter 12: Quality, Durability, And Warranties

p.316, top line should be: “and who desires...”

p.320, Proposition 12.6: Third line should be: $I \leq \max \{2(v^N - v^O); v^N\} - v^0$. That is, the cost of innovation should not exceed the *difference* between profit made from selling the new technology and the profit that could be made without innovation.

Acknowledgements

I wish to thank a large number of students and faculty members for providing me with many comments and corrections. In particular, I am indebted to:

Ramiro Tovar Landa	(ITAM, Mexico)
Uwe Dulleck	(Humboldt U., Germany)
Masaru Uzawa	(Otaru U. of Commerce, Japan)
William drake	(Duke U., USA)
Sten Nyberg	(Stockholm U., Sweden)
Huizhong Zhou	(Western Michigan, Japan)
Abraham Subotnik	(U. of Haifa, Israel)
Sang-Li Lim	(Taejon U., Korea)
Ugo Merlone	(Turin U., Italy)
Joanna Poyago-Theotoky	(U. of Nottingham, England)
Michael Bar	(U. of Haifa, Israel)
Dennis Kundisch	(U. of Augsburg, Germany)
Keiichi Koda	(Yokohama National U., Japan)
Reiko Aoki	(U. of Auckland, New Zealand)
Craig Parsons	(U. of Alaska, Anchorage)
Fernando Barran	(Catholic U. Damaso Antonio Larranaga, Uruguay)
Monica Savecki	(Catholic U. Damaso Antonio Larranaga, Uruguay)
Chiwoong Lee	(U. of Tokyo, Japan)
Jens Krueger	(Friedrich-Schiller U. Jena, Germany)
Adelino Fortunato	(U. of Coimbra, Portugal)
Lu Yuanzhu	(National U. of Singapore)
Yoshikuni Sato	(Osaka U., Japan)
José Sanchez	(Catholic University of Chile)
Maksym Sukhar	(National University "Kyiv-Mohyla Academy," Ukraine)
Michal Goldberg	(Carnegie Mellon University)
Jean-Philippe Bourgeois	(Dalhousie University)