

Course Outline and Reading Assignments:

8/29: Introduction [Besanko, Dranove, Shanley, and Shaefer, pp. 1-8]

9/12: Economic concepts [BDSS, pp. 9-35]

[Greece Offers New Wave of Wines; Vintners Aspire to Global Markets, But Production Costs Are High And Marketing Remains Poor:](#) Paul Tugwell. In *Wall Street Journal*, Europe Edition. pp. A5. Published Aug 4, 2003, Brussels: . (1 pages).

[Global Goods Jugglers: Outsourced Warehouses Boom As Factories Move Offshore, People Expect Quick Shipping:](#) In *Wall Street Journal*, Eastern edition Edition. pp. A.11. Published Jul 5, 2005, New York, N.Y. . (1 pages).

9/19: Economic concepts

[Economic Woes Take a Bite Out of Alligator Ranching:](#) In *Wall Street Journal*, Eastern edition Edition. pp. F.1. Published Nov 12, 1997, New York, N.Y. . (1 pages).

9/26: Horizontal boundaries of the firm [BDSS, pp. 72-101]

[Power Pork: Corporations Begin To Turn Hog Business Into an Assembly Line --- Lean, Uniform Pigs Pop Out And Are Robotically Cut Into Neat, Branded Chops --- Short, Fertile Life of a Sow.](#) By Scott Kilman. In *Wall Street Journal*, Eastern Edition. pp. PAGEA.1. Published Mar 28, 1994, New York, N.Y. . (1 pages).

[Leaders: Bad strategy, or bad management?: Sony:](#) In *The Economist*, Vol. 374, Iss. 8417. pp. 10. Published Mar 12, 2005, London: . (1 pages).

10/3: Vertical boundaries of the firm [BDSS, pp. 105-137]

[Made to Measure: Invisible Supplier Has Penney's Shirts All Buttoned Up; From Hong Kong, It Tracks Sales, Restocks Shelves, Ships Right to the Store; Inside a 'Radical' Power Shift.](#) Gabriel Kahn. In *Wall Street Journal*, Eastern Edition. pp. A.1. Published Sep 11, 2003, New York, N.Y. (1 pages).

[Bicycles: Bike Maker Faces a Tactical Shift:](#) In *Wall Street Journal*, Eastern edition Edition. pp. B.1. Published Oct 12, 1998, New York, N.Y. . (1 pages).

10/10: Vertical boundaries of the firm

[Asset specificity and long-term contracts: The case of the motion-pictures industry:](#) In *Eastern Economic Journal*, Vol. 19, Iss. 2. pp. 143. Published Spring 1993, Bloomsburg: . (13 pages).

10/17: Principal-agent relationships [BDSS, 476-480, 484-490, 510-525]

[Special Report: Big Mac's makeover - McDonald's turned around;](#) In *The Economist*, Vol. 373, Iss. 8397. pp. 88. Published Oct 16, 2004, London: (1 pages).

[Jeans Therapy: Levi's Factory Workers Are Assigned to Teams, And Morale Takes a Hit --- Infighting Rises, Productivity Falls as Employees Miss The Piecework System - -- `It's Not the Same Company':](#) By Ralph T. King Jr. In *Wall Street Journal*, Eastern edition Edition. pp. A.1. Published May 20, 1998, New York, N.Y. (1 pages).

10/24: Midterm Exam

10/31: Competitors and competition [BDSS, 199-229, 35-39]

[PERSONAL JOURNAL; Greece Is the Word; Go for the Games, or Just Go: We Break Training to Sample Luxury Yachts, Wines, Fashions and Foods Ahead of the Olympic Spectacle; Testing the Waters:](#) In *Wall Street Journal*, Europe Edition. pp. P.1. Published Jul 30, 2004, Brussels: . (1 pages).

11/7: Competitors and competition

[A Buyer's Guide To the New Gameboxes; Xbox Will Come Out First, But Sony Touts Its Graphics; Choosing Mario Over Movies:](#) In *Wall Street Journal*, Eastern edition Edition. pp. D.1. Published May 18, 2005, New York, N.Y. . (1 pages).

11/14: Strategic commitment [BDSS, 232-256]

[Business World: Haven't Shareholders Had Enough Chicken?](#) By Holman W. Jenkins Jr. In *Wall Street Journal*, Eastern Edition. pp. A.21. Published Apr 4, 2001, New York, N.Y. . (1 pages).

[Cruise Lines Slash Prices As War Fears Scare Travelers --- In Stroke of Poor Timing, Ships Head Back to Europe; Travel Insurance Now Free:](#) In *Wall Street Journal*, Eastern edition Edition. pp. D.1. Published Jan 29, 2003, New York, N.Y. . (1 pages).

[Airlines: Upstart's Tactics Allow It to Fly In Friendly Skies Of a Big Rival:](#) In *Wall Street Journal*, Eastern edition Edition. pp. B.1. Published Jun 23, 1999, New York, N.Y. . (1 pages).

11/21: Pricing rivalry [BDSS, 259-290]

[Dell Price Cuts Put a Squeeze On Rival H-P.](#) Gary McWilliams and Pui-Wing Tam. In *Wall Street Journal*, Eastern Edition. pp. B.1. Published Aug 21, 2003, New York, N.Y.

11/28: Entry and exit [BDSS, 297-325]

[Dell to dive into consumer electronics market ; Move likely to shake, rattle and roll industry](#). Kevin Maney. In *USA TODAY*, pp. B.01. Published Sep 25, 2003, McLean, Va.

[The Middle Seat: Airports Crack Down on Gamesmanship Over Gates: United Maintains Presence Despite Drop-Off in Traffic, Riling Budget Competitors](#). Scott McCartney. In *Wall Street Journal*, Eastern edition Edition. pp. D.4. Published Jun 7, 2005, New York, N.Y. . (1 pages).

12/5: Industry analysis [BDSS 327-335, 349-351]

[Special Report: The rise of the superbrands - Consumer goods](#): In *The Economist*, Vol. 374, Iss. 8412. pp. 67. Published Feb 5, 2005, London: . (1 pages).

[Oh, sweet revenge](#). Daniel McGinn. In *Newsweek*, Vol. 142, Iss. 13. pp. E4. Published Sep 29, 2003, New York: .

12/12: Final Exam