Contents

Preface		vii
1	Transaction Cost Economics and Beyond: Why and How? John Groenewegen	1
2	Efficiency, Power, Authority and Economic Organization Oliver E. Williamson	11
3	Empirical Research in Transaction Cost Economics: Challenges, Progress, Directions Scott E. Masten	43 -
4	Transaction Cost Analysis and Marketing Erin Anderson	65
5	Regulatory Issues with Vertically Disintegrated Public Utilities: A Transaction Cost Analysis Keith J. Crocker	85
6	Opportunism and Trust in Transaction Cost Economics Niels G. Noorderhaven	105
7	Short-Term Prevalence, Social Approval, and the Governance of Employment Relations Siegwart M. Lindenberg	129
8	Inside the Black Box: The Variety of Hierarchical Forms Claude Ménard	149 ~
9	Authority Relations in the Firm: Review and Agenda for Research Gregory K. Dow	171

10	The Core of the Firm: The Issue of the Employer-Employee Relationship	
	Margherita Turvani	189
11	Transaction Cost Analysis - Is It Being Used Out of Context Keith J. Blois	? 209
12	Opportunism, Learning, and Organizational Evolution Michael Dietrich	225
13	Corporate Culture and the Nature of the Firm Geoffrey M. Hodgson	249
14	Seven Reasons Why "Beyond" Transaction Costs Economics to Thesmoeconomics Christos Pitelis	271
15	After the Special Nature of the Firm: Beyond the Critics of Orthodox Neoclassical Economics Elias L. Khalil	289
16	Transaction Costs and Technological Learning Paul R. Beije	309
17	Towards a Learning Based Model of Transactions Bart Nooteboom	327
18	Transaction Costs and Institutional Change Lars Magnusson and Jan Ottosson	351
19	A Case for Theoretical Pluralism John Groenewegen and Jack J. Vromen	365
List of Contributors		381
List of Tables and Figures		383
Index		385