

TABLE OF CONTENTS

INTRODUCTION: MICROECONOMIC - STRATEGIC MANAGEMENT INTERFACES	1
by Jacques Thépot and Raymond-Alain Thiéart	
PART ONE : STRATEGIC ECONOMICS	
CHAPTER 1 A DUOPOLY MODEL SUGGESTING A TAXONOMY OF COMPETITIVE SITUATIONS	7
by Gabrielle Demange	
DELTA Ecole des Hautes Etudes en Sciences Sociales and Jean-Pierre Ponsard CNRS and Ecole Polytechnique	
CHAPTER 2 BRAND LOYALTY AND ADVERTISING: A NOTE	23
by Damien Neven	
Université Libre de Bruxelles and Insead and Jacques-François Thisse CORE Université Catholique de Louvain	
CHAPTER 3 COST-REDUCING STRATEGIES WITH SPILLOVERS	33
by Raymond De Bondt Katholieke Universiteit Leuven	
CHAPTER 4 BARRIERS TO ENTRY AND STRATEGIC MARKETING INVESTMENTS	51
by Jan Karl Karlsen	
Centre for Research in Economics and Business Administration and Kjell Grønhaug Norwegian School of Business Administration	
CHAPTER 5 DYNAMIC DIVERSIFICATION AND LEARNING EFFECTS	73
by Jacques Thépot	
LARGE, Université Louis Pasteur	

- CHAPTER 6 MULTIMARKET COMPETITION: ENTRY STRATEGIES AND ENTRY DETERRENCE WHEN THE ENTRANT HAS A HOME MARKET** 93
 by Marc van Wegberg and Arjen van Witteloostuijn
 University of Limburg

PART TWO : ORGANIZATIONAL ECONOMICS

- CHAPTER 7 THE DYNAMICS OF POWER AND CONTROL: A CASE STUDY OF BULL** 123
 by Raymond-Alain Thiéart
 Université Paris IX-Dauphine and Essec
- CHAPTER 8 VERTICAL INTEGRATION: WHY TRANSACTION COST AND RESOURCE DEPENDENCE EXPLANATIONS CAN'T BE EASILY SEPERATED** 143
 by Guido A. Krickx
 University of Pennsylvania-The Wharton School
- CHAPTER 9 INTER-FIRM ALLIANCES: THE ROLE OF TRUST** 169
 by Christian Koenig and Gilles van Wijk
 Essec
- CHAPTER 10 STRATEGIC MANAGEMENT AND VERTICAL DISINTEGRATION: A TRANSACTION COST APPROACH** 185
 by Christophe Boone
 State University of Antwerp
 and
 Alain Verbeke
 Free University of Brussels
- CHAPTER 11 ORGANIZATIONAL CHOICE AND ENTRY DETERRENCE** 207
 by George Hendrikse
 Tilburg University
- CHAPTER 12 TOP MANAGEMENT INCENTIVES FROM BONUSES AND FROM LABOUR MARKETS** 219
 by Harry G. Barkema
 Tilburg University