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Jeffrey Perloff and  
James Brander use real-  
world issues and  
examples from actual  
markets to show future  
managers how economic  
principles can be used

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in business decisions.  
In text examples and  
boxed mini-cases use  
actual data to  
illustrate how to use  
basic models. For  
example, to illustrate

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rivalry in oligopolistic markets, the authors look at rivalry between United and American Airlines and between Coke and Pepsi. Mini-case examples include



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why American Apparel is vertically integrated and why upscale manufacturers limit the number of designer handbags a customer is allowed to buy. To help

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future managers learn to solve new problems, Perloff and Brander repeatedly demonstrate problem-solving through in-text Q&As. Each Q&A poses an important

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managerial or economic  
issue and demonstrates  
how to solve it using a  
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decision making. Authors Brickley, Smith, and Zimmerman contend that organizational architecture consists of three aspects of corporate organization: the assignment of decision rights within the

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company; methods of rewarding individuals; the structure of systems to evaluate the performance of both individuals and business units. These three components can be likened to a stool with three legs. If one of the

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legs is shorter, the stool is out of balance. These three elements must be in balance in the organization as well.

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