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Businesses compete in many ways, including nonmarket areas like corporate responsibility. Learn how to sharpen your firm's competitive edge. Baron's integrated approach combines the disciplines of economics, political science, law, and ethics to provide a deeper understanding of the managerial issues that arise in the business landscape. The sixth edition retains the structure, much of the subject matter, and the conceptual frameworks of the fifth edition but adds two new chapters. The entire text has been updated with new conceptual materials and applications.

Strategy and the Non-Market Environment; Public Politics and Non-Market Strategy; Government and Markets; International Political Economy; Ethics and Corporate Social Responsibility

Today's businesses need to compete in both the market and nonmarket arenas. Written to assist managers improve the performance of their businesses, this text teaches readers how to balance shareholder profits and the consumer appeal of corporate social responsibility.



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From the Publisher

For courses in Business Environment, and Business/Government/Society. The author takes a managerial orientation focusing on strategy formulation and implementation. He integrates treatment of the economics and politics of antitrust, regulation, environmental protection, and international trade policy. Ethical dimensions of issues are considered as well as the development of frameworks for analyzing ethical concerns and making decision.

From the Back Cover

**Key Benefit:** This book provides an original, structured and disciplinary approach to the management of a class of issues—both internal and external—of growing importance to the performance of firms. **Key Topics:** It integrates economics, political science, law and ethics, taking a managerial perspective throughout, in both subject matter and applications. Baron constructs principles upon a set of conceptual frameworks for analyzing issues and formulating strategies to deal with them.

About the Author

**David P. Baron** is the David S. and Ann M. Barlow professor of political economy and strategy in the Graduate School of Business at Stanford University. He has been a professor at Northwestern University and a visiting professor at Harvard University and universities in France and Belgium. An active researcher and writer, he serves on the board of, editors of *Business and Politics*, the *Journal of Economics and Management Strategy*, and the *Quarterly Journal of Economics*. He is a fellow of the Econometric Society and a member of the American Economic Association and the American Political Science Association.

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