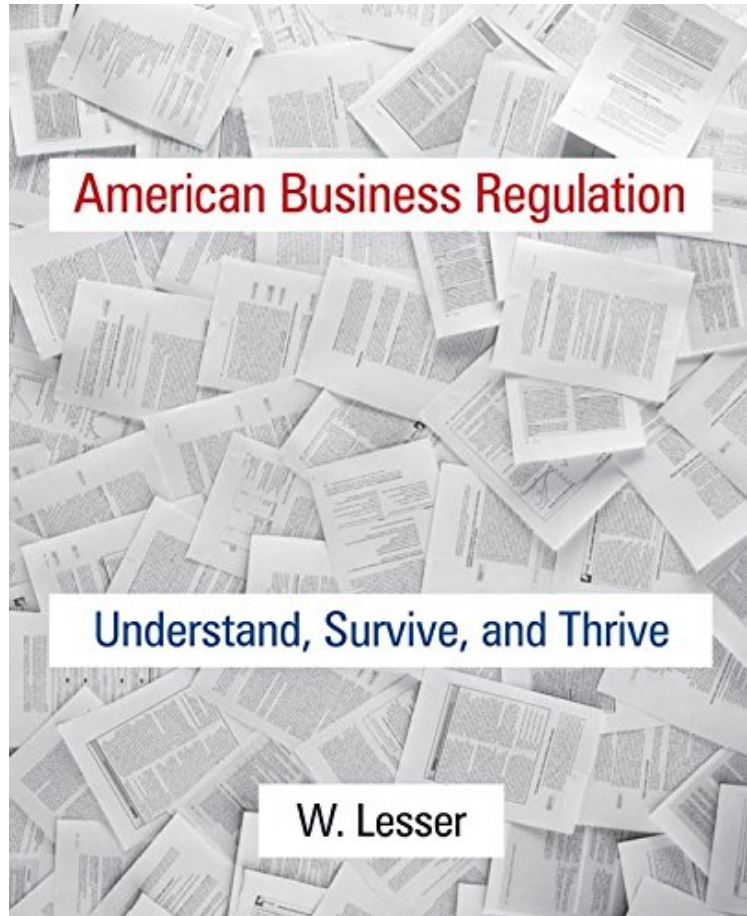


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American Business Regulation: Understand, Survive and Thrive

William Lesser

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William Lesser : American Business Regulation: Understand, Survive and Thrive before purchasing it in order to gauge whether or not it would be worth my time, and all praised American Business Regulation: Understand, Survive and Thrive:

While there are lengthy texts discussing the economics of why and how governments regulate business and apply antitrust, this book is unique in providing the details of current business regulation in many industries through lengthy examples the author develops with the use of cases, including Harvard Business School cases. Students are then guided to devise business strategies of introducing new products within the scope of regulation (known or unknown). While the economic theories of regulation are covered, the focus of this text is a "hands-on coping" with regulation and using regulation as a business strategy to deal with competitors. Online instructor's materials are also available for adopters.

"The first two chapters lay things out in a nice ordering: Why is there regulation? How does regulation happen? How

can/do managers respond to regulation? This is a good approach for a B-school audience, and has the promise of providing a nice general structure for students to process the material. The approach is clearly case-based, especially with regard to questioning/evaluating the students." -- Jeffrey T. Prince, Indiana University "In a time of soaring costs of higher education, it is nice to find an up-to-date textbook on regulation that one could cover in its entirety. Lesser's highly readable book is chock full of interesting cases from both past and present, and it includes enough economic analysis to be useful for a wide variety of courses about business and government." -- James A. Hornsten, Northwestern University "Professor Lesser's secret for teaching regulation is to get down to specific examples, from Ollie McClung's barbecue to the water level in Mono Lake. His book nicely combines graphs, cases, and examples to teach regulation both for public policy and for business management." -- Eric Rasmusen, Indiana University

About the Author William H. Lesser is Susan Eckert Lynch Professor in Science and Business at the Charles H. Dyson School of Applied Economics and Management, Cornell University, USA