



American Business Regulation: Understand, Survive and Thrive

William Lesser

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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.

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