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David Besanko, Mark Shanley, and I joined Kellogg in 1991, where we were immediately charged by Dean Donald Jacobs with revitalizing the strategy curriculum (Scott Shaeffer joined Kellogg shortly afterward and joined the Economics of Strategy writing team for the third edition) We searched for a textbook that might provide a

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held a postdoctorate position on the Economics Staff at Bell Communications Research Professor Besanko teaches courses in the fields of Management and Strategy, Competitive Strategy, and Managerial Economics In 1995 and 2010, the graduating classes at Kellogg named Professor Besanko the LG Lavengood Professor of the Year, the highest teaching

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