

Reading: Elements of Market Structure

*Clarke, chapter 2.

Davies and Lyons, chapter 3.

Ferguson, chapter 3.

Reading: Entry and Entry Deterrence

*Clarke, chapter 4.

Davies and Lyons, chapter 2.

J. S. Bain, Barriers to New Competition. (Cambridge, Mass: Harvard University Press, 1956).

R. P. McAfee et al., 'When are sunk costs barriers to entry? Entry barriers in economic and antitrust analysis', *American Economic Review*, **94**, 2004, 461-5.

* Recommended reading

Reading: Oligopoly Price Theory

*Clarke, chapter 3.

Davies and Lyons, chapter 4.

Lecture handouts

Reading: Product Differentiation

*Carlton and Perloff, chapter 8.

E. H. Chamberlin, The Theory of Monopolistic Competition, 8th ed. (Cambridge, Mass: Harvard University Press, 1966).

*N. G. Mankiw and M. D. Whinston, 'Free entry and social efficiency', *Rand Journal of Economics*, **17**, 1986, 48-58.

H. Hotelling, 'Stability in competition,' *Economic Journal*, **39**, 1929, 41-57.

* Recommended reading

Reading: Advertising and Competition

* Clarke, chapter 6.

* Ferguson, chapter 4.

P. Nelson, 'Advertising as information', *Journal of Political Economy*, **82**, 1974, 729-54.

* L. Benham, 'The effect of advertising on the price of eyeglasses', *Journal of Law and Economics*, **15**, 1972, 337-52.

W. Comanor and T. Wilson, 'The effect of advertising on competition: a survey', *Journal of Economics Literature*, **17**, 1979, 453-76.

Reading: Technical Progress

* Clarke, chapter 7.

Carlton and Perloff, chapter 16.

M. I. Kamien and N. L. Schwartz, Market Structure and Innovation. (Cambridge: Cambridge University Press, 1982), chapters 1-3.

* Recommended reading