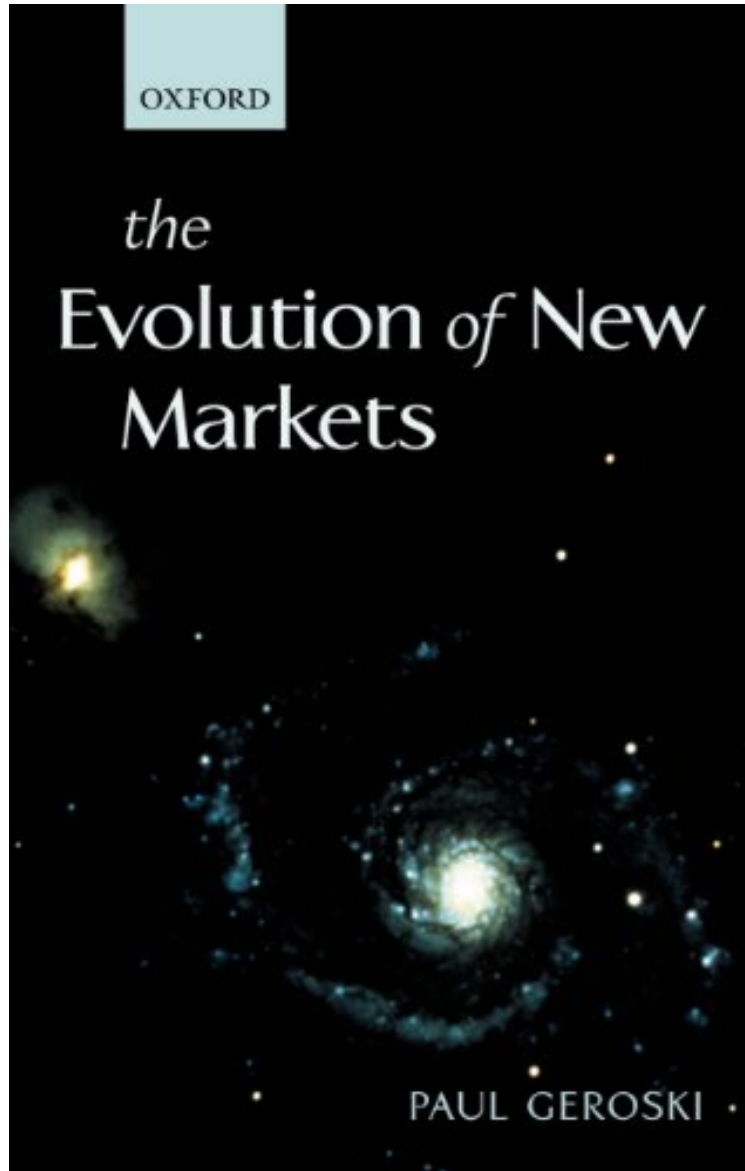


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The Evolution of New Markets

Paul Geroski

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Paul Geroski : The Evolution of New Markets before purchasing it in order to gage whether or not it would be worth my time, and all praised The Evolution of New Markets:

0 of 0 people found the following review helpful. Not very good and the price is ridiculousBy JackalThe book is supposed to be a synthesis of all different kinds of research relating to the growth of industries/markets. Instead we are getting overused examples like mobile phones and car. The attempts to generalisations or stylised facts, as economists like to call it, are nothing but attempts. I don't think you will learn anything from this book relating to your industry.

The book covers economics and management, but the author does not seem to realise that marketing had product development has also thought about the topic. So much for the promised comprehensive overview. Furthermore, the book is sloppily written, i.e. poor structure. Many of the excel charts don't even have year on the x-axis. Instead they start with 1. Geroski is generally a thoughtful thinker and that shows through this half-finished work. The book contains some ten pages with annotated references. This is probably the best part of the book and the reason it deserves two stars instead of one star. However, since the price is \$75 (instead of \$15) I deduct one star. Best to stay away from this book. 0 of 0 people found the following review helpful. Not much bang for the buck. By K. Found presentation of the material confusing and conclusions vague. Regardless of price, not much value to the read. Examples seemed repetitive _ each subsequent one did not add much unique value. 0 of 0 people found the following review helpful. Great Read for the Used Price. By Owen Scott. I read this book in the context of a university course, and have come back to it several times since. Compelling arguments with a clear writing style - overall an interesting take on how markets develop/evolve. I would *not* pay \$100 for it, but if you grab one of the used ones for \$15 I think it's a great read.

How do markets evolve? Why are some innovations picked up straightaway whilst others take years to be commercialized? Are there first-mover advantages? Why do we behave with 'irrational exuberance' in the early evolution of markets as was the case with the dot.com boom? Paul Geroski is a leading economist who has taught economics to business school students, managers, and executives at the London Business School. In this book he explains in a refreshingly clear style how markets develop. In particular he stresses how the early evolution of markets can significantly shape their later development and structure. His purpose is to show how a good grasp of economics can improve managers' business and investment decisions. Whilst using the development of the Internet as a case in point, Geroski also refers to other sectors and products, for example cars, television, mobile phones, and personal computers. This short book is an ideal introduction for managers, MBA students, and the general reader wanting to understand how markets evolve.

About the Author Paul Geroski was a leading economist who has taught economics to business school students, managers, and executives at the London Business School and was Deputy Chairman of the Competition Commission.