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David Besanko, Mark Shanley, and I joined Kellogg in 1991, where we were im-mediately 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

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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

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