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Industrial Organization (IO) is concerned with the structure of industries in the economy and the behavior of firms and individuals in these industries.

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Industrial organization - Wikipedia

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Strategic management techniques can be viewed as bottom-up, top-down, or collaborative processes. In the bottom-up approach, employees submit proposals to their managers who, in turn, funnel the best ideas further up the organization. This is often accomplished by a capital budgeting process.

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The Theory of Industrial Organization. MIT Press. ISBN: 978-0262200714. (on library reserve) There are several other well-regarded books at a similar level to Shy's, e.g. Carlton and Perloff, Modern Industrial Organization, and Church and Ware, Industrial Organization: A Strategic Approach (out of print, but downloadable for free at:

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