



Diseño de mercados (Spanish Edition)

Alvin E. Roth, Gary E. Bolton, Paul Klemperer

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Estudio enmarcado en la microeconomía aplicada o ingeniería microeconómica, que brinda una introducción a los principios generales del diseño de mercados y pone al alcance las conclusiones a las que han llegado sus autores como especialistas en el tema. El diseño de mercados abarca tanto la teoría de juegos como el diseño de mecanismos, y combina los enfoques de la teoría económica y la teoría de juegos con el sentido común, además de las lecciones extraídas del trabajo empírico y experimental. Este estudio da cuenta de experiencias reales que permitirán un trabajo diagnóstico sobre cuáles son los mercados más útiles y cuáles no funcionan.

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