

# Contents

Acknowledgments	vii
Introduction: Economic Fables and Public Policy <i>Daniel F. Spulher</i>	1
1 The Lighthouse in Economics <i>Ronald H. Coase</i>	32
2 'The Voluntary Provision of Public Goods? The Turnpike- Companies of Early America <i>Daniel B. Klein</i>	49
3 The Fable of the Bees: An Economic Investigation <i>Steven N. S. Cheung</i>	70
4 The Fable of the Keys <i>Stan J. Liebowitz and Stephen E. Margolis</i>	90
5 Beta, Macintosh, and Other Fabulous Tales <i>Stan J. Liebowitz and Stephen E. Margolis</i>	110
6 Delivering Coal by Road and Rail in Britain: The Efficiency of the "Silly Little Bobtailed" Wagons <i>Va Nee L. Van Vleck</i>	122
7 The Acquisition of Fisher Body by General Motors <i>Ronald H. Coase</i>	143
8 The Fable of Fisher Body <i>Ramon Casadesus-Masanell and Daniel F. Spulher</i>	158
9 Sharecropping <i>Steven N. S. Cheung</i>	190

10	Predatory Price Cutting: The Standard Oil (N.J.) Case <i>John S. McGee</i>	215
11	Another Look at <i>Alcoa</i> : Raising Rivals' Costs Does Not Improve the View <i>John E. Lopatka and Paul E. Godek</i>	246
12	How Much Did the Liberty Shipbuilders Learn? New Evidence for an Old Case Study <i>Peter Thompson</i>	262
13	Financial Legends <i>The Economist</i>	293
	<i>Index</i>	297