



Vertical Price Coordination and Brand Care: Interdisciplinary Perspectives on the Prohibition of Resale Price Maintenance (SpringerBriefs in Business)

Dieter Ahlert, Benjamin Schefer

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This book examines the prohibition of Resale Price Maintenance, offering a new approach that emphasizes empirically observable marketing perspective, while drawing conclusions from competition theory. Provides suggestions for a redesign of European cartel law.

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