



Dynamic Models of Advertising Competition (International Series in Quantitative Marketing)

Gary M. Erickson

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I am gratified that there is sufficient interest in the subject matter so as to support the offering of a second edition of this monograph. The of differential games dynamic interpretation and game theoretic foundation form a powerful and vital methodology for helping us study and understand marketing competition. This second edition offers a blend of what proved to be successful with the first edition and new material. The first two chapters, reviewing empirical and modeling research, have been updated to include contributions in the last decade that have advanced the area. I have not changed the essential content in the duopoly analyses in chapters 3, 4, and 5. A notable addition to the present edition are the new chapters, 6, 7, and 8, which offer analysis of three triopoly models. In the final chapter, I offer my summary view of the area and hope for continued contributions. I want to express my appreciation for the support of Josh Eliashberg, editor of the International Series in Quantitative Marketing, as well as Zachary Rolnik, Director, and David Cella, Publishing Editor, of Kluwer. Their encouragement has provided crucial motivation in this endeavor.

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