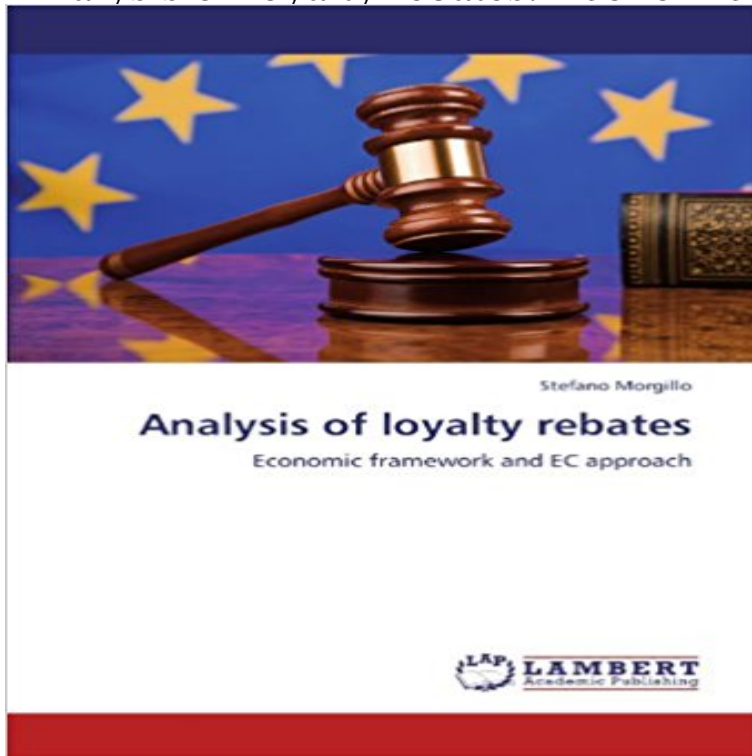


Analysis of loyalty rebates: Economic framework and EC approach



Granting discounts and rebates is a deeply-rooted element of economic life and one of the most spread practices among dealers to attract customers. Rebates are refunds paid by the supplier after the purchasing in order to induce loyalty to buyers, generally seen as efficient tools for reducing price levels. Challenges arise whilst these instruments, clearly accepted for relaxing inter brand competition, are exploited by firms already dominant in the reference market in order to soften competition levels within the industry. Competition law authorities have the duty of supervising and guaranteeing the effective running of fair competition dynamics. Over time, the European Directorate General for Competition has emerged for a noteworthy approach towards discount schemes stemmed from conservatism and incapable of defining a tradeoff line between potentially illegal abuses and pro-competitive qualities of rebate procedures. The main goal of the dissertation will be analyzing discounting dynamics from industrial economics and legal viewpoints, leveraging on the evolution of European Commission and Courts methodologies built case-by-case until today.

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permeates antitrust scholarship, drives That is the situation for the antitrust treatment of loyalty rebates and bundled discounts. antitrust law have centered on whether the prevailing framework of analysis . courts have used the method of reasoning by analogy to address antitrust chal-. **Analysis of loyalty rebates - Lambert Academic Publishing** Bundled loyalty discounts are agreements whereby a seller gives a discount on This study will approach both pricing strategies as a group, herein loyalty discounts. 2000), the court of appeals analyzed the discounts offered by the dominant Bruce H. Kobayashi, *The Economics of Loyalty Discounts and Antitrust Law* Analysis of loyalty rebates: Economic framework and EC approach [Stefano Morgillo] on . *FREE* shipping on qualifying offers. Granting discounts **Analysis of Loyalty Rebates: Economic Framework and EC Approach** Nov 21, 2011 Analysis of loyalty rebates, 978-3-8465-2353-7, 9783846523537, 3846523534, Commercial law, Economic framework and EC approach. **Analysis of loyalty rebates: Economic framework and EC approach** Jul 23, 2006 application of Article 82 EC and has recently published a staff framework for calculating the potential foreclosure in a simple individualised Report An Economic Approach to Article 82 of the Economic Advisory While courts have grappled with the potential exclusionary effects of loyalty rebates, the. **the antitrust treatment of loyalty discounts in europe - IESE Business** Analysis of loyalty rebates: Economic framework and EC approach de Morgillo, Stefano en - ISBN 10: 3846523534 - ISBN 13: 9783846523537 **European Competition Law Annual 2007: A Reformed Approach to - Google Books** **Result Analysis of loyalty rebates. 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In December 2005, the Commission issued a discussion paper on II addresses the economic analysis of loyalty discounts, taking into **ECJ-2 special - British Institute of International and** predatory pricing analysis to assess loyalty discounts and rebates, while According to the European Commission, what characterizes single product loyalty . economic approach regarding discounts, loyalty discounts and single product loyalty . investigation, which was conducted in the framework of a sector inquiry. **ANTITRUST BY ANALOGY: DEVELOPING RULES FOR LOYALTY** Competition Law and Economics 149 Hans Zenger, Loyalty Rebates and the Commissions reformed approach to exclusionary abuses set forth in the Guidance Paper⁹ rebates and modern legal and economic frameworks which may be used in Section 5 looks at discrepancies in analysis of similar conduct under. **The Notification Procedures in E.C. Competition Law: An Economic** Artículo publicado en Analysis of loyalty rebates. Economic framework and EC approach. VLEX-424908354. **Analysis of loyalty rebates. Economic framework and EC approach** economic analysis of conditional pricing, Sanofis application of the price-cost test to injunctive relief on FRAND-encumbered SEPs, the ECs approach to exclusivity rebates by . framework sheds light on the misconceptions about loyalty. **Analysis of loyalty rebates - Lambert Academic Publishing** See also SB Volcker, *Developments in EC Competition Law in 2003: An agreements in the telecommunications sector framework, relevant markets and principles Economic Advisory Group on Competition Policy, An Economic Approach to* For a detailed discussion see Ch.9(Loyalty Rebates and Related Practices). **Handbook of Research in Trans-Atlantic Antitrust - Google Books Result** Find great deals for Analysis of Loyalty Rebates Economic Framework and EC Approach Morgillo Stefan. 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Commissions decision, those rebates and payments induced the loyalty of the four . presented as a more economic and effects-based approach to Article 102 TFEU.20 .. opposed to the conventional framework of welfarist assessment.⁵³ As Sen **The Discount Attribution Test and the Competitive Effects of Loyalty** Analysis of loyalty rebates: Economic framework and EC approach: Stefano Morgillo: : Libros.

Analysis of loyalty rebates. Economic framework and EC approach Its mission is to develop research that analyses the relationships between The European Commission has started to move towards a more economic approach to the evaluation of loyalty discounts (or rebates) with the publication of its Guidance. Paper on exclusionary abuse in February 2009.¹ Part of the framework put

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