

ADVANCES IN APPLIED MICROECONOMICS VOLUME 10

ADVERTISING AND DIFFERENTIATED PRODUCTS

EDITED BY

MICHAEL R. BAYE

*Bert Elwert Professor of Business Economics & Public Policy,
Kelly School of Business, Indiana University, USA*

JON P. NELSON

*Professor of Economics, Department of Economics,
Pennsylvania State University, USA*

2001



JAI

An Imprint of Elsevier Science

Amsterdam - London - New York - Oxford - Paris - Shannon - Tokyo

CONTENTS

LIST OF CONTRIBUTORS	<i>vii</i>
EDITORS' NOTES	<i>xi</i>
EFFECTS OF ADVERTISING ON U.S. NON-ALCOHOLIC BEVERAGE DEMAND: EVIDENCE FROM A TWO-STAGE ROTTERDAM MODEL <i>Henry; W. Kinnucan, Yuliang Miao, Hui Xiao and Harry M. Kaiser</i>	<i>1</i>
THE LONG-RUN DEMAND FOR ALCOHOLIC BEVERAGES AND THE ADVERTISING DEBATE: A COINTEGRATION ANALYSIS <i>N. Edward Coulson, John R. Moran and Jon P. Nelson</i>	<i>31</i>
MANDATED EXCLUSIVE TERRITORIES: EFFICIENCY EFFECTS AND REGULATORY SELECTION BIAS <i>Tim R. Sass and David S. Saurman</i>	<i>55</i>
RACE AND RADIO: PREFERENCE EXTERNALITIES, MINORITY OWNERSHIP, AND THE PROVISION OF PROGRAMMING TO MINORITIES <i>Peter Siegelman and Joel Waldfogel</i>	<i>73</i>
THE VALUE OF ADVERTISING IN A MAGAZINE BUNDLE <i>Craig A. Depken II and Dennis P. Wilson</i>	<i>109</i>
PRICING DYNAMICS OF MULTIPRODUCT RETAILERS <i>Daniel Hosken, David Madsen and David Reiffen</i>	<i>129</i>
PRODUCT INNOVATION IN SERVICES: A FRAMEWORK FOR ANALYSIS <i>Roger Betancourt and David Gautschi</i>	<i>155</i>

ASYMPTOTIC EFFICIENCY IN STACKELBERG MARKETS WITH INCOMPLETE INFORMATION <i>Jianbo Zhang and Zhentang Zhang</i>	185
ADVERTISING COOPETITION: WHO PAYS? WHO GAINS? <i>James A. Dearden and Gary L. Lilien</i>	203
A MODEL OF VERTICAL DIFFERENTIATION, BRAND LOYALTY, AND PERSUASIVE ADVERTISING <i>Victor J. Tremblay and Carlos Martins-Filho</i>	221
ALCOHOL ADVERTISING AND ADVERTISING BANS: A SURVEY OF RESEARCH METHODS, RESULTS, AND POLICY IMPLICATIONS <i>Jon P. Nelson</i>	239