

# Handbook on the Economics of Retailing and Distribution

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## BOOK DETAILS

- Author : Emek Basker
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## **BOOK SYNOPSIS**

This Handbook explores and critically examines current research in economics and marketing science on key issues in retailing and distribution. Providing a rich perspective for the discussion of public policy, contributions from several disciplines and continents range from the history of chains and the impact of multinational retailers on international trade patterns to US merger policy in the retail context, the rise of the Internet, and consumer-to-consumer sales. The chapters address methodological issues such as the structural estimation of entry games between retailers, productivity measurement when both inputs and output are not fully observable, and demand estimation with variable assortment. Policy issues explored include mergers, zoning, and the regulation of buyer power, while other chapters address some of the recent exciting developments in technology, retail formats, and data availability. The book goes on to study the changes in online retailing and 'big data', and to examine competition in specific retail sectors including gasoline stations, automobile dealerships, supermarkets, and 'big box' retail. This state-of-the-art Handbook is an essential reference for students and academics of economics and marketing science, and offers an outsider's perspective to specialists in operations research, data analytics, geography, and sociology.

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