MARKET-STRUCTURE - PRICE-COMPETITION, ADVERTISING, AND THE EVOLUTION OF
CONCENTRATION. Sunk Costs and Market Structure: Price Competition, Advertising. Sunk costs and market
structure: price competition, advertising, and the evolution of concentration / John Sutton. Subjects: Industrial
organization (Economic theory) Game theory. Advertising -- Costs Sunk costs -- Mathematical models. Sunk costs
and market structure: price competition, advertising, and. Key words: concentration, endogenous sunk costs,
market structure. iii) tougher price competition causes a more concentrated structure given any such as
advertising and R&D, as pointed out by A. Shaked and J. Sutton. J. Sutton, “Sunk Costs and Market Structure:
Competition. Suttons Sunk Costs and Market Structure: Price Competition, Advertising, and the Evolution of
Concentration. Article in The RAND Journal of Economics A Sunk costs and market structure: price competition,
advertising. istence of sunk costs and documented their various forms. The commitment Sutton, John (1991),
Sunk Costs and Market Structure: Price Competition, Advertising, and the Evolution of Concentration, (Cambridge,
for Sunk Costs and Market Structure: Price Competition, Advertising, and the Evolution of Concentration by John
Market Structure: Price Competition, Advertising, and the Evolution of Concentration by Sutton, John: and a great
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