

Verhaltenswirkungen der Marktzinsmethode auf Bankfilialen in der Profit Center-Konzeption Europäische Hochschulschriften European University ... Universitaires Européennes German Edition



BOOK DETAILS

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BOOK SYNOPSIS

This book deals with classical competitive location problems where two players, leader and follower, sequentially enter markets with given numbers of facilities. The markets under consideration are represented as networks. The book provides a detailed overview of the literature on competitive and voting location, and it presents extensions and variations of the classical models, with a focus on the incorporation of proportional choice rules, non-discrete demand (edge demand), or additional pricing decisions of the players. It provides corresponding mathematical models, insights into the computational complexity of the resulting problems and proposes and analyzes adequate solution methods.

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