

# Reading List for Presentations

October 4, 2015

1. Steven Berry and Panle Jia, “Tracing the Woes: An Empirical Analysis of the Airline Industry”, *American Economic Journal: Microeconomics*, vol. 2, no. 3, pp. 1-43, 2010.
2. Houde, J.-F., “Spatial differentiation and vertical mergers in retail markets for gasoline”, *American Economic Review*, 2011.
3. Gentzkow, “Valuing new goods in a model with complementarities: online newspapers”, *American Economic Review*, 2007.
4. Austan Goolsbee and Amil Petrin, “The Consumer Gains from Direct Broadcast Satellites and the Competition with Cable TV”, *Econometrica*, Volume 72, Issue 2, pages 351–381, March 2004.
5. Hendel, I. and A. Nevo, “Sales and consumer inventory”, *Rand Journal of Economics*, 2006.
6. Bronnenberg, Bart J., Jean-Pierre H. Dubé, and Matthew Gentzkow, “The Evolution of Brand Preferences: Evidence from Consumer Migration”, *American Economic Review*, 102(6): 2472-2508, 2012.
7. B. Bollinger, P. Leslie and A. Sorensen, “Calorie Posting in Chain Restaurants,” *AEJ: Economic Policy*, February 2011, 91-128.
8. Chevalier, Judy, Anil Kashyap and Peter Rossi. “Why Don’t Prices Rise During Periods of Peak Demand? Evidence from Scanner Data,” *American Economic Review*, 2003, 93(1), 15-37.
9. Aviv Nevo and Catherine Wolfram, “Why Do Manufacturers Issue Coupons? An Empirical Analysis of Breakfast Cereals”, *The RAND Journal of Economics* Vol. 33, No. 2, pp. 319-339, 2002.
10. Hendricks, K. and A. Sorensen, “Information and the Skewness of Music Sales” *Journal of Political Economy*, 2009.
11. De Los Santos, Babur, Ali Hortaçsu, and Matthijs R. Wildenbeest, “Testing Models of Consumer Search Using Data on Web Browsing and Purchasing Behavior”, *American Economic Review*, 102(6): 2955-80, 2012.
12. P. Jia, “What Happens When Wal-Mart Comes to Town: An Empirical Analysis of the Discount Retail Industry,” *Econometrica*, November 2008, 1263-316.
13. S. Villas-Boas, “An Empirical Investigation of the Welfare Effects of Banning Wholesale Price Discrimination,” *Rand Journal of Economics*, Spring 2009, 20-46.
14. Crawford, Lee, Whinston, Yurukoglu, “The Welfare Effects of Vertical Integration in Multi-channel Television Markets”, 2014.
15. Michaela Draganska, Daniel Klapper and Sofia B. Villas-Boas, “A Larger Slice or a Larger Pie? An Empirical Investigation of Bargaining Power in the Distribution Channel”, working paper.