

1. Record Nr.	UNINA9910298518403321
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Titolo	Vertical Cooperative Advertising in Supply Chain Management : A Game-Theoretic Analysis // by Gerhard Aust
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2015
ISBN	3-319-11626-6
Edizione	[1st ed. 2015.]
Descrizione fisica	1 online resource (167 p.)
Collana	Contributions to Management Science, , 1431-1941
Disciplina	330 330.0151 519 519.6 658.40301 658.5 658.8
Soggetti	Production management Economics Operations research Management science Marketing Decision making Game theory Operations Management Economic Theory/Quantitative Economics/Mathematical Methods Operations Research, Management Science Operations Research/Decision Theory Game Theory, Economics, Social and Behav. Sciences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Fundamentals -- Cooperative advertising models in supply chain management -- Vertical cooperative advertising and pricing decisions in a manufacturer-retailer supply chain -- Game

theoretic analysis of pricing and vertical cooperative advertising of a retailer-duopoly with a common manufacturer -- A manufacturer-retailer supply chain with fuzzy customer demand -- Resumé.

Sommario/riassunto

In this book methods from Operations Research and Game Theory are used to determine companies' profit-maximizing strategies related to pricing and (cooperative) advertising. It considers different supply chain structures as well as various distributions of power, making it possible to analyze both inter-echelon and intra-echelon dependencies between the companies' decisions. Additionally, an approach based on fuzzy set theory is presented in order to compensate for incomplete or missing data on market characteristics. Vertical cooperative advertising is an essential element of partnerships between manufacturers and retailers, allowing manufacturers to financially support their retailers' advertising efforts so as to increase sales for the entire supply chain. Given that such programs not only make up a considerable part of many companies' advertising budgets, but are also a controversial subject in many business relations, their correct design is of particular importance.
