

Product Differentiation

- Making products different from product provided by the rivals OR creating imaginary differences through repackaging and branding OR service differentiation
- Targets saliency bias → focusing on unique features of firm's product
- Increases the opportunity cost of switching by lowering degree of substitutability + deepen the degree of brand loyalty
- Service differentiation increases switching barriers + loyalty programmes causes consumers to be influenced by sunk cost fallacy
- BUT it can be challenging for firms to differentiate their products (unique features might only last in the short term)

Research and Development Leading to Product Innovation

- Developing new products or improving current ones → allows firm to capture a larger share of the market and increase revenue
- MPC firms: limited degree and pace of innovation due to a lack of financial resources + inability to retain supernormal profits from innovation due to low BTEs
- Oligopolies:
 - Greater degree of innovation due to financial resources + high BTEs help them retain supernormal profits from innovation
 - Greatest incentive due to highly competitive nature of market structure where there is strong rival consciousness
- Limitations: expensive and increases costs incurred by firms, money that cannot be recovered + uncertain results

Economics And The Private Interest Student Study Guide Micro

M Walker



Economics And The Private Interest Student Study Guide Micro:

Economics and the Private Interest, Student Study Guide Richard T. Gill,1991-03-01 *Introductory Microeconomics* Michael Veseth,2014-05-10 Introductory Microeconomics explains the basic principles of microeconomics producer and consumer choices resource markets and government policies The book describes the economics of exchange such as the role of economic growth factors that determine the amount and types of exchange the supply and demand model of market operations price setting price changes and the impact of one market on other markets The text also explains market failures in terms of free market choice externalities of failures monopolies as well as scarcity and choices leading to poverty When economic policies are considered by the state there are trade offs that are necessary in the exchange Before the government should make decisions it always has to consider two opportunity costs namely 1 budget constraints and 2 the opportunity cost of the funds spent in the private sector For example no 1 if more money is spent on transfer payments less will be left for education national defense infrastructure Another example no 2 is when the government collects taxes a direct loss in real income and utility among consumers will result The book also presents real world economics in terms of the social security tax in the United States The book can prove valuable for students of economics or business sociologists general readers interested in real world economics and policy makers involved in national economic development *The Micro Economy Today* Bradley R. Schiller,1994 Resources in Education ,1999-04 **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office,1972 **Monthly Catalogue, United States Public Documents** ,1994-03 **Journal of Economic Entomology** ,1911 **Monthly Catalog of United States Government Publications** United States. Superintendent of Documents,1991 **Microeconomics** Robert Paul Thomas,1989 *Textbook on Economics for Law Students* Dr. Kalpana Satija,2009 **Guide to the Study of Animal Ecology** Charles Christopher Adams,1913 General Catalog Colorado State University,1915 **2012-2013 College Admissions Data Sourcebook Southeast Edition** , **The 1984 Guide to the Evaluation of Educational Experiences in the Armed Services** ,1984 **Peterson's Annual Guides to Graduate Study** ,1977 *Foreign Operations, Export Financing, and Related Programs Appropriations for 2003* United States. Congress. House. Committee on Appropriations. Subcommittee on Foreign Operations, Export Financing, and Related Programs,2002 University of Michigan Official Publication University of Michigan,1988 Each number is the catalogue of a specific school or college of the University **Forthcoming Books** Rose Army,1988-09 **Introductory Economics** Michael Veseth,2014-05-10 Introductory Economics deals with the national economy as a whole macroeconomics in terms of inflation and unemployment The book also discusses individual economic decision makers microeconomics in view of the problems of scarcity and choice Macroeconomics uses the market model of demand and supply as a tool to analyze the causes of and present some cures for modern economic ailments The text examines the economics of government fiscal policies with the framework of an aggregate demand and supply model The

book compares monetary policy and fiscal policy explains the monetarist model of economic activity and also investigates the roles of money credit interest rates These economic activities have international consequences such as in trade exchange rates and on prevailing and future national economic policies In microeconomics the book focuses on the economics of exchange the market mechanisms that increase the gains from trade and the problems of choice facing consumers and producers in a competitive market The text also tackles the problems found in resource markets labor natural resources energy in market failure as well as analyzes the role of government Economists sociologists students of economics or business general readers interested in real world economics and policy makers involved in national economic development will find the book valuable **Microeconomics** ,1998

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