

Contents

Preface	<i>xi</i>
Contributors	<i>xv</i>
About the Editors	<i>xix</i>
Introduction	<i>1</i>

PART I. Horizontal Structure

The Economic and Legal Context	8
Case 1. Merger Analysis in Restructured Electricity Supply Industries: The Proposed PSEG and Exelon Merger (2006)	30
FRANK A. WOLAK SHAUN D. MCRAE	
Case 2. Oracle's Acquisition of PeopleSoft: <i>U.S. v. Oracle</i> (2004)	67
R. PRESTON MCAFEE DAVID S. SIBLEY MICHAEL A. WILLIAMS	
Case 3. Coordinated Effects and Standards of Proof: The Arch Coal Merger (2004)	89
PATRICK DEGRABA	
Case 4. Sky Wars: The Attempted Merger of EchoStar and DirecTV (2002)	115
RICHARD J. GILBERT JAMES RATLIFF	
Case 5. Coordinated Effects Analysis: Cruise Lines Mergers (2002)	140
MARGARET E. GUERIN-CALVERT	
Case 6. Efficiencies and High Concentration: Heinz Proposes to Acquire Beech-Nut (2001)	157
JONATHAN B. BAKER	

Contents

Case 7.	Prices, Market Definition, and the Effects of Merger: Staples–Office Depot (1997)	178
	SERDAR DALKIR FREDERICK R. WARREN-BOULTON	

PART II. Horizontal Practices

The Economic and Legal Context		202
Case 8.	Predatory Pricing in the Airline Industry: <i>Spirit Airlines v. Northwest Airlines</i> (2005)	219
	KENNETH G. ELZINGA DAVID E. MILLS	
Case 9.	“Reverse Payments” in Settlements of Patent Litigation: Schering-Plough, K-Dur, and the FTC (2005)	248
	JOHN P. BIGELOW ROBERT D. WILLIG	
Case 10.	The Use of Bundled Rebates by a Dominant Firm: <i>LePage’s v. 3M</i> (2003)	276
	GARY L. ROBERTS	
Case 11.	Global Cartels Redux: The Lysine Antitrust Litigation (1996)	300
	JOHN M. CONNOR	
Case 12.	Bidding, Bid Rigging, and School Milk Prices: <i>Ohio v. Trauth</i> (1994)	329
	ROBERT H. PORTER J. DOUGLAS ZONA	

Part III. Vertical and Related Market Issues

The Economic and Legal Context		352
Case 13.	Unfit to Be Tied: An Analysis of <i>Trident v. Independent Ink</i> (2006)	365
	BARRY NALEBUFF	
Case 14.	Exclusive Dealing and Antitrust Exclusion: <i>U.S. v. Dentsply</i> (2005)	389
	MICHAEL L. KATZ	
Case 15.	Bundling: GE-Honeywell (2001)	416
	BARRY NALEBUFF	
Case 16.	Retailer-Instigated Restraints on Suppliers’ Sales: Toys “R” Us (2000)	441
	F. M. SCHERER	

Contents

Case 17.	Revisiting Maximum Resale Price Maintenance: <i>State Oil v. Khan</i> (1997) GUSTAVO E. BAMBERGER	456
-----------------	---	------------

PART IV. Network Issues

The Economic and Legal Context	474
---------------------------------------	------------

Case 18.	Regulation, Antitrust, and <i>Trinko</i> (2004) DENNIS W. CARLTON HAL SIDER	487
Case 19.	Governance, Issuance Restrictions, and Competition in Payment Card Networks: <i>U.S. v. Visa and MasterCard</i> (2003) ROBERT S. PINDYCK	507
Case 20.	Maintenance of Monopoly: <i>U.S. v. Microsoft</i> (2001) DANIEL L. RUBINFELD	530
Case 21.	Links between Markets and Aftermarkets: <i>Kodak</i> (1997) JEFFREY K. MACKIE-MASON JOHN METZLER	558