

2018 Volume 39 Issue
11
ISSN: 0144-3054

European Competition Law Review

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The European Commission's recent €111 million in total fines for resale price maintenance against consumer electronics manufacturers Asus, Denon & Marantz, Philips and Pioneer reflect the challenges faced today by consumer goods manufacturers in responding to the use of algorithmic pricing by retailers. The article discusses the influence of this technology on manufacturer incentives and the importance of understanding differences among jurisdictions when taking actions that could influence pricing behaviour by retailers.

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