

References

- [1] *Brander J., Eaton J.*, 1984. Product line Rivalry *The American Economic Review* **74** (1): 323-334.
- [2] *Bresnahan T.*, 1981. Duopoly Model with Consistent Conjectures. *The American Economic Review* **71** (5) 934-945.
- [3] *D'Aspremont C., Dos Santos Ferreira R., Gérard-Varet L. A.*, 1996. On the Dixit-Stiglitz model of monopolistic competition. *American Economic Review* **67**, 623-628.
- [4] *Di Cintio M.*, 2005. Intra-Sector and Inter-Sector Competition in a Model of Growth. *DSEMS - Collana di Economia, University of Lecce* W.P. No 63/29.
- [5] *Dixit A. K., Stiglitz J. E.*, 1977. Monopolistic competition and optimum product diversity. *American Economic Review* **67**, 297-308.
- [6] "Roller Coaster." *Forbes*, August 3, 1992, 56-57.
- [7] *Grossman G. M., Helpman E.*, 1991. Innovation and Growth in the Global Economy. *Cambridge, MA, MIT Press*.
- [8] *Hicks J. A.*, 1956. A Revision of Demand Theory. London, *Oxford University Press*.
- [9] *Ju J.*, 2003. Oligopolistic Competition, Technology Innovation, and multiproduct Firms. *Review of International Economics* **11** (2) 343-359.
- [10] *Kamien M. I., Schwartz N. L.*, 1983. Conjectural Variation. *The Canadian Journal of Economics* **16** (2), 191-211.
- [11] *Katz M. L.*, 1984. Firm-Specific Differentiation and Competition Among Multiproduct Firms. *The Journal of Business* **57**, 149-166.
- [12] *Krugman P.*, 1980. Scale economies, product differentiation, and the pattern of trade. *American Economic Review* **70**, 950-959.
- [13] *Low J.*, 1994 Will Success Spoil MAC? *Profit*. April/May **15** (2) 43-45.
- [14] *Martin S.*, 2002. Advanced industrial economics II ed.. *Blackwell Publisher*.
- [15] *Milgrom P., Roberts J.*, 1992. Economics, Organization and Management, *Prentice Hall*.
- [16] *The Nikkei Weekly*, 1994. Mitsubishi Heavy Aims to Stir Competitive Fire as Government Defense Contracts Slacken. January **10** 1994.
- [17] *Perry M.K.*, 1982 Oligopoly and Consistent Conjectural Variation. *The bell Journal of Economics* **13** (1), 197-205.
- [18] *Raubitschek R.*, 1987. A Model of Product Proliferation with Multiproduct Firms. *Journal of Industrial Economics* **35** 269-279.

- [19] *Schmalensee R.*, 1978 Entry deterrence in the ready-to-eat breakfast cereal industry. *Bell Journal of Economics* **9**, 305–27.
- [20] *Spence A. M.*, 1976. Product selection, fixed costs, and monopolistic competition. *Review of Economic Studies* **43**, 217-235.
- [21] *Spence A. M.*, 1976. Product Differentiation and Welfare. *American Economic Review*, **66**, 407-414.
- [22] *Vives X.*, 1999. Oligopoly pricing, old ideas and new tools. *Cambridge, MA, MIT Press*.
- [23] *Williamson O.*, 1975. Markets and Hierarchies: Analysis and Antitrust Implications. *The Free Press New York*.
- [24] *Yang X., Heijdra B.*, 1993. Monopolistic competition and optimum product diversity: comment. *American Economic Review* **83**, 295-301.