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Joint Pricing and Location Decisions in a Heterogeneous Market

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Highlights

- We consider the problem of joint location and pricing optimization in a heterogeneous market.
- Optimal price and location are closely related, and there is a need for a simultaneous optimization.
- When customers are non-uniformly dispersed, uniform assumption leads to non-optimal decisions.
- Transportation cost and level of heterogeneity have great impact on firm's strategic decisions.
- Ignoring the heterogeneity can significantly reduce the firm's profit.

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