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Optimal Bundle Pricing under Correlated Valuations

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Highlights

- The paper studies optimal pricing issues for a multiproduct monopolist.
- A continuum of consumers have additive and correlated private valuations for the monopolist's two products.
- We derive closed-form optimal pricing schemes and comparative statics results for the monopolist.
- Correlation and support asymmetry are both important in determining the optimal pricing schemes. The negative correlation setting is more favorable for the monopolist.
- The optimal (deterministic) pricing scheme can also be improved in profit using random mechanisms.

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