

## Accepted Manuscript

Title: Brand-Specificity of Pre-Sale Services and  
Inter-Brand Competition with Resale Price Maintenance

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- The competitive effect of multiple manufacturers' RPM (Resale Price Maintenance) is studied.
- Brand-specific services provided by distributors differentiate manufacturers' brands.
- A free-rider problem is solved but inter-brand competition softens in this case.
- Consumers may be harmed depending on the brand-specificity of services.
- This result supplements the antitrust guidelines regarding RPM regulations.

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