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Outer approximation and submodular cuts for maximum capture facility location problems with random utilities

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**Highlights**

- Maximum capture facility location problems are addressed.
- Customer utilities are modeled using multinomial logit model.
- A new and effective branch-and-cut algorithm is presented.
- We combine two types of inequalities: outer-approximation cuts & submodular cuts.
- All existing exact methods from the literature are outperformed by a large margin.

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