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Beyond Price Mechanisms: How Much Can Service Help Manage the Competition from Gray Markets?

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Highlights

- We analyze price and service decisions in the presence of parallel importation.
- We investigate the value of service in managing the competition from gray markets.
- We examine the effects of service and competition intensity on optimal policy.
- We explore the value of strategic decisions when facing parallel importation.
- We also analyze the effects of service control in a decentralized supply chain.

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