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Title: Product Lines, Product Design, and Limited Attention

Author: Carsten Dahremöller Markus Fels

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Highlights of „Product Lines, Product Design, and Limited Attention“

- We suggest a simple model to depict decision-making under limited attention.
- We apply the model to a monopolist’s problem of product (line) design.
- Products designed for inattentive customers are simple.
- The monopolist earns lower profits despite manipulation potential.
- The monopolist can exploit a compromise effect to boost willingness-to-pay.

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