

Unilateral Effects: Not Just for Differentiated Products Anymore?

MAY 21, 2013

In recent years, unilateral effects in antitrust merger analysis have come to be associated with differentiated goods marketplaces (Is Brand A the closest substitute for Brand B?). But is the tide turning, so that unilateral effects will begin to reappear in agency reviews of mergers in relatively homogenous goods markets?

Distinguished panelists will examine why coordination has been viewed as the appropriate theory of harm in such markets, and discuss how to model rigorously the antitrust economics of unilateral effects in such markets. They will also look at a case study that illustrates how these economic principles can be applied, and motivate a spirited discussion of what the antitrust analysis of mergers in such markets may look like as we go back to the future.

WilmerHale Partner William Kolasky will be a featured panelist at this event.

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