



# **The Executive's Antitrust Guide to Pricing: Understanding Implications of Typical Marketing, Distribution, and Pricing Practices**

*Brian E. Moran, Lee H. Simowitz*

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Written as a practical guide for business professionals, The Executive's Antitrust Guide to Pricing answers in plain English the most common pricing questions facing C-Level executives, marketing heads, and sales people. This book, authored by two experienced antitrust counselors and litigators, poses hypothetical fact scenarios that any business professional can easily relate to and understand. Among many others, this guide answers the question of whether your company will get into trouble if you refuse to quote a price to one of your dealers, insist your dealers adhere to specific resale prices, provide customers with discounts tied to their annual purchases, and confer a discount on the condition that a dealer only bid your products. The book also gives insight on whether you can provide a related company with lower prices than your dealers, require your dealers to carry and service your entire product line, give your bigger dealers a higher advertising allowance, and confer special discounts on new dealers to encourage them to carry your products. The authors offer clear guidance on what one can and cannot do in those situations from an antitrust standpoint. The book also serves as an invaluable tool for in-house counsel responsible for training, compliance, and risk management.

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