- [113] X. Chen and D. Simchi-Levi. Coordinating inventory control and pricing strategies with random demand and fixed ordering costs: The finite horizon case. Technical report, MIT, Cambridge, MA, 2002. Working Paper.
- [114] M. Chevalier and R. C. Curhan. Retail promotions as a function of trade promotions: A descriptive analysis. Sloan Management Review, pages 19–32, Winter 1976.
- [115] S. Chib and E. Greenberg. Markov chain Monte Carlo simulation methods in econometrics. *Econometric Theory*, 12:409–431, 1996.
- [116] P. K. Chintagunta, V. Kadiyali, and N. J. Vilcassim. Endogeneity and simultaneity in competitive pricing and advertising: A logit demand analysis. Technical report, Graduate School of Business, University of Chicago, Chicago, IL, January 1999.
- [117] P. K. Chintagunta. Heterogenous logit model implications for brand positioning. *Journal of Marketing Research*, 31:304–311, 1994.
- [118] A. Ciancimino, G. Inzerillo, S. Lucidi, and L. Palagi. A methematical programming approach for the solution of the railway yield management problem. *Transportation Science*, 33:168–181, 1999.
- [119] Civil Aeronautics Board Economic Regulations Docket 16563. Washington, DC, January 10, 1967.
- [120] E. Clarke. Multipart pricing of public goods. Public Choice, 2:19-33, 1971.
- [121] E. W. Clemens. Price discrimination and the multiproduct firm. Review of Economic Studies, 19:1–11, 1951.
- [122] R. T. Clemen and R. L. Winkler. Limits on the precision and value of information from dependent sources. *Operations Research*, 33:427–442, 1985.
- [123] R. T. Clemen. Combining overlapping information. *Management Science*, 33:373–380, 1987.
- [124] R. H. Coase. Durability and monopoly. *Journal of Law and Economics*, 15:143–149, 1972.
- [125] J. A. Colledge, J. Hicks, J. B. Robb, and D. Wagle. Power by the minute. *McKinsey Quarterly*, (1), 2002.
- [126] McKinsey & Company. The benefits of demand-side management and dynamic pricing programs. Technical report, March 2001.
- [127] L. G. Cooper and M. Nakanishi. Market-share analysis. Kluwer, Norwell, MA, 1988.
- [128] L. G. Cooper. Competitive maps: The structure underlying asymmetric cross elasticities. *Management Science*, 34:707–723, 1988.
- [129] W. L. Cooper and R. P. Menich. Airline ticket auctions: Revenue management and the pivotal mechanism. Technical report, University of Minnesota, Minneapolis, MI, 1998. Working Paper.