REFERENCES 693

[366] S. Matthews. A technical primer on auction theory I: Independent private values. Discussion Paper No. 1096, CMS-EMS Northwestern University, May 1995.

- [367] G. E. Mayhew and R. Winer. An empirical analysis of internal and external reference prices using scanner data. *Journal of Consumer Research*, 19:62–70, 1992.
- [368] S. G. Maynes and D. J. Wood. Estimating sell-up factors for American Airline's DINAMO seat inventory control model using censored regression techniques. In *Reservations and Yield Management Study Group Annual Meeting Proceedings*. AGIFORS, 1992.
- [369] R. P. McAfee and J. McMillan. Auctions and bidding. *Journal of Economic Literature*, 25:699–738, 1987.
- [370] R. P. McAfee and T. Wiseman. Capacity choice counters the Coase conjecture. Technical report, Department of Economics, University of Texas at Austin, April 2003.
- [371] M. McDonald and I. Dunbar. Market Segmentation. Macmillan, London, UK, 2nd edition, 1998.
- [372] D. McFadden. Conditional logit analysis of qualitative choice behavior. In P. Zarembka, editor, *Frontiers in Econometrics*, pages 105–142. Academic Press, New York, NY, 1974.
- [373] D. McFadden. Econometric models of probabilistic choice among products. *Journal of Business*, 53:513–529, 1980.
- [374] J. I. McGill and G. J. van Ryzin. Revenue management: Research overview and prospects. *Transportation Science*, 33:233–256, 1999.
- [375] J. I. McGill. Optimization and Estimation Problems in Airline Yield Management. PhD thesis, Faculty of Commerce and Business Administration, University of British Columbia, Vancouver, Canada, 1989.
- [376] J. I. McGill. Censored regression analysis of multiclass demand data subject to joint capacity constraints. *Annals of Operations Research*, 60:209–240, 1995.
- [377] G. McLachlan and T. Krishnan. *The EM Algorithm and Extensions*. Wiley, New York, NY, 1996.
- [378] M. McManus. Equilibrium, numbers and size in Cournot oligopoly. *Yorkshire Bulletin of Social and Economic Research*, 16:68–75, 1964.
- [379] A. Merrick. Priced to move: Retailers attempt to get a leg up on markdowns with new software. *Wall Street Journal*, 2001.
- [380] R. Metters and V. Vargas. Yield management for the nonprofit sector. *Journal of Service Research*, 1:215–226, 1999.
- [381] P. Milgrom. Auctions and bidding: A primer. *Journal of Economic Perspectives*, 3:3–22, 1989.