



## A Re-Issue Policy Model (Classic Reprint)

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By Peter Hammann

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from A Re-Issue Policy Model Publishing firms of books and records follow a well-known policy of reissuing their products in a different format some time after the initial introduction. Paperbacks and budget-label discs are two typical formats. As they usually are accompanied by some price cut, two questions arise: - When should the product be reissued? - At what price should the product be marketed again? The following paper considers these questions from the viewpoint of quantitative analysis. A simple model is presented, deriving from a case study in the recording industry. Possibilities of implementation are discussed. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections...



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