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Market-maximizing store location with multi-stop consumer trips

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Usual models for store location in a region (modeled as s network) assume that each consumer travels form an origin to a store, makes a purchase and goes back to his origin. Truth is, this is seldom the case. The usual trips are multi-stop, in which consumers either purchase more than a product, or compare similar products before making a purchase, or both.

For the first time, we include these behaviors in location models for a follower firm in a duopoly.

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