

MERGER ANTITRUST LAW

LAWJ/G-1469-05
Georgetown University Law Center
Fall 2017

Tuesdays and Thursdays, 3:30-4:55 pm
Dale Collins
dale.collins@shearman.com
www.appliedantitrust.com

Links to the required reading and the class notes may be found on the assignments page of Canvas and on the [Merger Antitrust Law](#) page of [AppliedAntitrust.com](#).

Class 12 (October 5): Basic Competition Economics (Unit 2)

I have revised the class notes to add a few slides on demand curves and reordered some others. The new changes are on slides 9-18 in the October 1 version. If you have not looked at the changes, you should.

On Thursday, we will finish the basic competition economics unit. Review whatever material we did not reach on Tuesday in slides 1-49, you can skip slides 50-60, and read slides 61-73.

Here are the questions you should be able to answer after reading slides 61-73. All of these questions are central to antitrust analysis and all of the answers can be found in the deck without reading the math.

1. What are horizontal mergers? Vertical mergers? Conglomerate mergers?
2. What is a product substitute? A complement? How do these concepts relate to horizontal, vertical, and conglomerate mergers?
3. What is the elasticity of demand (more technically, the own elasticity of demand)?
4. What is the cross-elasticity of demand?
5. What does the cross-elasticity tell you about whether products are substitutes or complements?
6. What is inelastic demand? Elastic demand?
7. What does it mean for two products to have a high cross-elasticity of demand? A low cross-elasticity of demand?

Enjoy the reading! Email me if you have any questions.

Dale