Domestic Market Policies

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Definitions

- Market: Institutional Arrangements
- Market Place: Physical or Virtual Location
- Marketing: Market Activities
The Supply Chain

Production

Exchange (Wholesale, Retail)

Transport, Storage, Processing

Consumption
Four Utilities

- **Place:** Transportation, Spatial Distribution
- **Time:** Storage, Temporal Distribution
- **Form:** Processing
- **Possession:** Exchange, Price Formation
Costs, Efficiency and Effectiveness

- Marketing Costs
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- Marketing Costs
- Transactions Costs
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- Marketing Costs
- Transactions Costs
- Price Transmission
Costs, Efficiency and Effectiveness

- Marketing Costs
- Transactions Costs
- Price Transmission
- Economic Efficiency
Costs, Efficiency and Effectiveness

- Marketing Costs
- Transactions Costs
- Price Transmission
- Economic Efficiency
- Marketing Effectiveness
Market Failure

- Imperfect Competition
Market Failure

- Imperfect Competition
- Externalities
Market Failure

- Imperfect Competition
- Externalities
- Public Goods
Market Failure

- Imperfect Competition
- Externalities
- Public Goods
- Imperfect Information
Market Power

- Competition, Concentration
Market Power

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- Capital, Financing
Market Power

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- Capital, Financing
- Marketing Information
Market Power

- Competition, Concentration
- Capital, Financing
- Marketing Information
- Risk
Market Power

- Competition, Concentration
- Capital, Financing
- Marketing Information
- Risk
- Collective Action
Vertical Marketing Arrangements

- Spot Markets
Vertical Marketing Arrangements

- Spot Markets
- Contracts
Vertical Marketing Arrangements

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- Contracts
- Vertical Integration
Vertical Marketing Arrangements

- Spot Markets
- Contracts
- Vertical Integration
- Price Transmission
Role of Government (1)

- Regulations, Incentives, Knowledge
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- Deal with Externalities
- Correct Prices
Role of Government (2)

- Correct Information Deficiencies
Role of Government (2)

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Role of Government (2)

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- Promote Price Transmission
- Influence Exchange
  - Rationing, Quotas, Supply and Demand Control
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- Intervene in Pricing (Taxes, Subsidies)
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  - Rationing, Quotas, Supply and Demand Control
- Intervene in Pricing (Taxes, Subsidies)
- Promotion, Regulating Advertising
Role of Government (2)

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- Promote Price Transmission
- Influence Exchange
  - Rationing, Quotas, Supply and Demand Control
- Intervene in Pricing (Taxes, Subsidies)
- Promotion, Regulating Advertising
- Privatization, Turning Public Goods into Private Goods