

fixed point numerical procedure for solving (6)-(7) by exploiting certain features of demand functions (4). The numerical procedure is implemented as a package in Matlab. Using this package allows to change environment variables, such as firm's costs, product characteristics, industry structure etc. to obtain a numerical impact of changing own firm's strategic variables. Such simulations can be valuable to all firms engaging in promotion activities to find proper advertising expenditures and to study robustness of the solution to changes in the business environment.

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NPV, PB PI.