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(1):

$$q_i = x_{i0} + a_{ii}p_i + a_{ij}p_j + x_{ii}A_i^{1/2} + x_{ij}A_j^{1/2}; i, j = 1, 2; i \neq j \quad (1)$$

$$q_i, p_i, A_i, \dots, p_j, j, \dots, x_{i0} \dots (10)$$

i (2):

$$C_i(q_i) = c_i \cdot (q_i); i, j = 1, 2; i \neq j \quad (2)$$

$$(1) \quad (2)$$

$$R(p^* - c) = d \quad (3)$$

$$A_i^* = \frac{(p_i^* - c_i)^2}{4} x_{ii}^2 \quad (4)$$

$$q_i^* = r_{ii}(p_i^* - c_i) \quad (5)$$

$$f_i^* = (p_i^* - c_i)^2 (r_{ii} + x_{ii}^2) \quad (6)$$

$$R = (r_{ij}) \quad (7), \quad d \quad (8):$$

$$R = \begin{pmatrix} 2r_{11} + \frac{1}{2}x_{11}^2 & r_{12} + \frac{1}{2}x_{12}x_{22} \\ r_{21} + \frac{1}{2}x_{21}x_{11} & 2r_{22} + \frac{1}{2}x_{22}^2 \end{pmatrix} \quad (7)$$

$$d_i = -x_{i0} - r_{ii}c_i - r_{ij}c_j; i, j = 1, 2; i \neq j \quad (8)$$

$$[4] (p_1^*, p_2^*, A_1^*, A_2^*) \quad (p_1^*, p_2^*)$$

$$(\quad)$$

(9):

$$L_j(A_j) = f_j(A_j, A_{-j}^*, p^*) - f_j(A^*, p^*) \quad (9)$$

: 1. , 2002. 2. , 2008. 3. *L. Schoonbeek, P. Kooreman* "The impact of advertising in a duopoly Model". 4. , 1985.

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$(n < 20)$

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