

COMPETITION, LTD.

The Marketing of Gasoline

Senator William Proxmire

... the most thorough analysis of gasoline marketing that I have seen. It ought to be required reading for those who are interested in oligopolies and, in particular, the behavior patterns of the major oil companies.

Alfred E. Kahn

... an extremely illuminating analysis of the marketing of gasoline, as a study in the working of highly imperfect competition. The authors have done a great deal of original research, showing exactly what happens during price wars, and demonstrating the existence of a genuine threat to the continued vitality of competition in these markets.

I know of no other study that conveys so authentic a feeling for the way in which imperfect competition works in the real world. And the issues of general national policy that it confronts are of great importance.

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Competition, Ltd.:

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James M. Patterson*

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