The issue of fixed book pricing: Evidence based on the Greek experience+

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Abstract

Despite the considerable volume of relevant research, the debate concerning the application of fixed book prices (FBP) remains open. The issue has lately attracted major attention in Greece since the FBP law that had been regulating the Greek book market for more than sixteen years, was significantly revised in 2014, establishing a much laxer pricing scheme. This paper adds to the debate on fixed book pricing by investigating important aspects of the issue based on the Greek experience. Utilizing available data on prices, consumer expenditure, new publications and international book trade, it explores the potential effects of the partial removal of price restrictions on the Greek book market. Quantitative analysis results indicate that policies promoting book market liberalization seem, in general, to operate in favour of the consumers (readers).

Keywords: resale price maintenance, fixed book prices, book market, price indices, consumer surplus.

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