



Differential Games in Marketing (International Series in Quantitative Marketing)

Steffen Jørgensen, Georges Zaccour

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Game theory has proven useful to represent and conceptualize problems of conflict and cooperation in a formal way, and to predict the outcome of such situations. Differential games are dynamic games that are particularly designed to study systems where observations and decisions are made in real time.

The book conveys to the reader the state of the art of research in marketing applications of differential game theory. This research started about 25 years ago and the literature has now reached an extent and a maturity that makes it natural to take stock.

The book deals with differential games in advertising, pricing, and marketing channels, as well as with marketing-production and pricing-advertising interfaces. It provides also a tutorial on main concepts in differential games.

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