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# Case: Academic Journal Bundling: The “Big Deal”

SI 646, Information Economics  
Prof. Jeff MacKie-Mason

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Read Aaron S. Edlin and Daniel L. Rubinfeld. Exclusion or efficient pricing? the “big deal” bundling of academic journals. *Antitrust Law Journal*, 72(1): 119–159, 2004.

Be prepared to engage in class debate concerning the following questions. You should be prepared to argue *both for and against* any assertions.

1. In what ways are strategic issues facing Elsevier similar to those facing Microsoft?
2. Asserted: Entry barriers in scholarly publishing are low: “Indeed, publishers have been eager to start new journals, and many have appeared in recent decades” (p. 131). Thus, for-profit publishers do not have substantial market power.
3. Asserted: “Big Deal” bundles result in lower overall prices than à la carte pricing, and in greater consumer access to content, therefore they make consumers better off and should not be prohibited as anti-competitive.