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A differential game model of competing retailers with negative promotional effects on brand image

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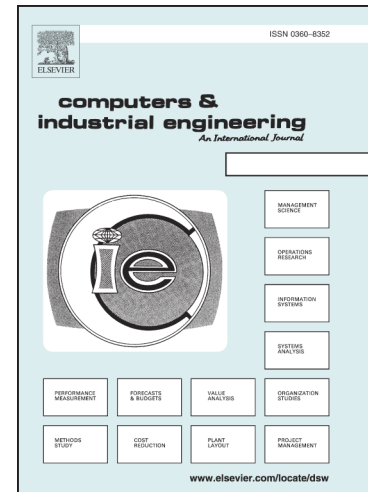
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## **A differential game model of competing retailers with negative promotional effects on brand image**

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