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The Impact of Customer Returns in a Supply Chain with a Common Retailer

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Research highlights

- A supply chain faces customer returns in which two competing manufacturers supply product to a common retailer;
- We show that an MBG is an equilibrium policy in the supply chain if the net salvage value is positive;
- MBGs benefit both the retailer and the new brand manufacturer, but hurt the well-known brand manufacturer;
- MBGs expands the overall market in the supply chain.

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