

THE CAMBRIDGE HANDBOOK OF ALGORITHMIC PRICE PERSONALIZATION AND THE LAW

In the current digital era, the growth of digital commerce and the data-driven economy has created new opportunities for traders to predict consumer behaviour, including their willingness to pay a certain price. This practice of algorithmic pricing has become a salient business model, raising concerns among economists and lawyers about its impact on the market and society. *The Cambridge Handbook of Algorithmic Price Personalization and the Law* is a comprehensive overview of the key debates surrounding algorithmic pricing, written by a multidisciplinary group of scholars with expertise in legal, economic, data science, and marketing research. The Handbook critically examines existing knowledge, identifies weaknesses, and proposes feasible alternatives for legal analysis, market regulation, and protection of vulnerable individuals. This comprehensive overview of algorithmic pricing is a one-stop reference for the political and legal community.

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Edited by Fabrizio Esposito , Mateusz Grochowski

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The Cambridge Handbook of Algorithmic Price Personalization and the Law

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