



Why I Am Paying More: Price Theory and Market Structure Made Simple

Satish Y Deodhar

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From the bestselling author of Day to Day Economics

Why do saree emporiums and apparel shops offer heavy discounts on a few occasions during the year?

Why is it that airline tickets booked well in advance are always cheaper?

How would Phoolan Devi and Veerappan react to a case of Prisoners' Dilemma?

Professor Deodhar explains the dynamics of pricing with respect to demand and supply and the various market structures like perfect competition, monopoly, monopolistic competition, and oligopoly through engaging everyday examples and case studies. With illustrative diagrams and interactive examples, *Why I am Paying More* is a highly useful and accessible book on microeconomics for both the uninitiated and the seasoned—a must buy for students, professionals, and laypersons alike.

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