

INDEX

- Abbott Laboratories v. Teva Pharmaceuticals USA, Inc. (TriCor)*, 4, 18n16, 18n18, 106–107, 111, 112, 118n71, 118n75, 118n78, 119n113, 119n120
- Abbreviated New Drug Application (ANDA), 7, 19n31, 32, 55, 63, 94, 98–100, 106, 115–116n37
- Abelson, Hal, 202
- Abex Corp. v. F. T. C.*, 137n14, 138n17
- AB rating, 95
- Accountable Care Organizations (ACOs), 15
- Actelion Pharm. Ltd. v. Apotex Inc.*, 19n29
- Actual effects analysis, 76n42
- Adams, Chris, 248n104
- Addyston Pipe & Steel Co. v. United States*, 78n82
- Administrative Procedure Act, 269n263, 288n404, 292n419
- Advanced Health-Care Servs., Inc. v. Radford Cmty. Hosp.*, 117n55
- Advertising Substantiation Statement (1984), 282n363
- Advocacy. *See* Competition and consumer advocacy
- Aetna-Humana* mergers, 126–134
 econometric analysis, 132–134
 history of, 127–128
 practical indicia approach to product market, 129–132
- Affordable Care Act, 15
- Aggrenox Antitrust Litigation, In re*, 52, 55, 80n118, 80n137, 82n173
- Agriculture Department, 219
- Airline and trucking regulation, 246n84
- Albuquerque, 183
- Allocative efficiency, 403, 418n40
- Altria, 181
- Aluminum Company of America v. FTC*, 268n239
- Am. Bioscience, Inc. v. Bristol-Myers Squibb Co.*, 35
- Amerco, et al.*, 19n31
- American Association of Public Accountants, 240n24
- American Bar Association (ABA), 194, 213, 220, 226, 271n275
- American Economic Association, 319, 321, 436
- American Enterprise Institute/
 Brookings group, 214, 279n338
- American Gas Association, 264n221, 291n414
- American Marketing Association, 242n33
- Am. Home Prods.*, 18n19, 20n41
- Amicus Curiae, Am. Sales Co. v. Warner-Chilcott Co.*, 82n174
- Am. Sales Co. v. Warner-Chilcott Co.*, 18n25
- Anderson, Keith, 147, 198
- Antibiotics Manufacture* report, 154
- Anticompetitive behavior, 29, 30, 35, 36, 41, 42, 46–47

- preponderance of the evidence, 47–49
- Anticompetitive effects, balancing efficiencies against, 54
- Antitrust
- case generation and general policy analysis, 193–194
 - conventional analysis, 51–53
 - enforcement, 279–280n345
 - expert witness work and litigation support in, 189–193
 - healthcare, 2–8, 10–12, 14–17, 19n28
 - industry-wide, 176–178
 - injury, 55–57
 - investigations, economist's role in, 172–176
 - law, 12, 15, 25–85, 85n212, 91, 96, 118n70
 - policy discussions, 194
 - transparency, 2001–2013, 188
 - violations, 3, 6, 7, 10, 19n28
- Antitrust Guidelines for the Licensing of Intellectual Property, 69–70
- Antitrust Modernization Commission, 194, 214
- Armour, 152, 219
- Aspen Skiing Co. v. Aspen Highlands Skiing Corp.*, 102, 117n53
- AstraZeneca AB v. Mutual Pharm.*, 118n69
- AT&T, 161, 402
- Atl. Richfield Co. v. USA Petroleum Co.*, 80n133
- Attorney-economist collaboration, 272n278
- Authorized generics, 47, 60, 80n131, 82n164, 168
- Authorized online sales, 380–381
- Baer, Bill, 277n326
- Bain, Joe, 174
- Baker-Hughes*, 179
- Baker, Jonathan, 147, 190, 226, 262n209, 263n210, 264n222, 266n234, 268–269n242, 292n423
- Balanced Budget Act (BBA) of 1997, 127
- Ballinger, Willis J., 173
- Bargaining, 349
- Barnett, Thomas, 263n215
- Baye, Mike, 185, 248n104, 316
- Bd. of Trade of Chi. v. United States*, 74n8
- Beales, Howard, 269n60, 272n282
- Bement v. Nat'l Harrow Co.*, 84n207
- Benefit-cost analysis, 196–197, 204, 205, 268n25, 269n260, 269–270n264
- Benvignati, Anita, 171
- Bernstein, Joan, 285n387
- Bernstein, Jodie, 195, 271n273
- Bias, in Kennedy correction, 424–427, 429
- “Bible of the franchisor,” 391
- Bioequivalent drug, 95
- Biovail Corp.*, 19n36
- Blair, John M., 174, 242n35, 255n162, 256n162, 258n182, 266n238, 281–282n357, 284n375
- Blue Cross & Blue Shield of Wisc. v. Marshfield Clinic*, 417n22
- Blue Shield insurance plans, 155
- Boast, Molly, 261n204
- Bond, Ron, 147, 267n243, 267n250
- Borden, 176
- Brandeis, Louis, 237n7
- Breen, Denis, 146
- Bresnahan, Timothy, 262n209
- Bristol-Myers-Squibb, 11
- Brogan, Bob, 147
- Brooke Grp. Ltd. v. Brown & Williamson Tobacco Corp.*, 117n55
- Brookings Institution, 156, 246n87

- Brown, John Prather, 196
- Brown Shoe Co. v. U.S.*, 124–126, 133, 137n9, 137n10, 137n11, 138n20, 140n90
- reasonable interchangeability and enduring legacy of, 134–136
- Bulow, Jeremy, 223, 225, 264–265n224, 267n243, 290n410, 292n423
- Bureau of Competition (BC), 2–3, 18n11, 168, 173, 175, 189, 193, 218, 223, 237n10, 243n42, 251n125, 255n162, 256n164, 258n179, 259n185, 264n221, 284n376, 291n415, 293n429, 295n447, 313
- Bureau of Consultation, 237n10
- Bureau of Consumer Protection (BCP), 167, 168, 171–172, 196, 199–200, 204, 211, 216–218, 229, 241n28, 251n128, 271n273, 271n274, 271n275, 272n278, 273n288, 290n413
- Bureau of Corporations, 148–151, 236n4, 237n12, 252n131, 296n465, 311, 321, 321
- Bureau of Economics (BE), 143, 12
- advice to individual commissioners, 230
- antitrust case generation and general policy analysis, 193–194
- antitrust cases, economist's influence on, 187–188
- antitrust investigations, economist's role in, 172–176
- antitrust policy discussions, 194
- antitrust transparency, 2001–2013, 188
- changes in staff and skill mix, 318–321
- competition and consumer advocacy, economist's role in, 207–214
- component parts, 311–318
- compulsory process for general investigations and report writing, 165–167
- conferences and roundtables, 162–164
- consumer protection case generation and general policy analysis, 207
- consumer protection, economist's role in, 194–207
- criticism of, 219–220
- Division of Consumer Protection (DCP), 195, 196, 217, 314
- empirical analysis, 182–183
- expert witness work and litigation support, in antitrust, 189–193
- expert witness work and litigation support, in consumer protection, 205–206
- Friday Seminar Series, 249n107
- FTC legal organization's economic support for reports, 167–168
- general investigation period, 150–154
- historical data, 328–335
- Horizontal Merger Guidelines 1967–2010, 178–180, 195
- independent voice, 225–231
- individual case reviews, 199–203
- industry-wide antitrust, 176–178
- influence on FTC, 225–231
- international technical assistance and policy coordination, 214–218
- merger investigations, 180–181
- narrow markets, 181–182
- 1990s decline in economic reporting, reasons for, 164–165
- organization over time, 310–311

- pace slows and activity shifts to non-merger areas, 185–186
- resurgence and occasional declines of economic reporting, 154–161
- Summer 2007, litigation onslaught of, 183–185
- systematic data collection and reporting of financial statistics 1939–1984, rise and fall of, 168–172
- Technical Staff Report, 441
- threats to, 221–225
- trade regulation rules and guides, economist's role in, 196–199
- vertical restraints and mergers, 186–187
- Bureau of Economics History Roundtable, 146, 147, 173
- Bureau of Economics Working Papers, 156, 161–162
- Bureau of Industrial Economics components of, 312–313
- Bureau of Investigations. *See* Bureau of Competition (BC)
- Bureau of Litigation, 173, 255n162, 256n164, 295n446
- Bureau of Restraint of Trade. *See* Bureau of Competition (BC)
- Bureau of the Budget. *See* Office of Management and Budget
- Business Opportunity Rule, 198
- Buspirone Patent Litig., In re*, 19n35
- Butters, Gerard, 205, 271n273
- Butters, Jerry, 147
- Cal. Dental Ass'n v. FTC*, 79n108
- Campbell, Tom, 256n163
- Cannibalization, 91, 102, 104–107, 111–113, 114n1, 390
- CAN-SPAM Act, 202
- Capitalist economic system, 279n341
- Cardinal Health, 11
- Cardizem CD Antitrust Litig., In re*, 76n44
- Care Labeling Rule, 197
- Carolina, Inc. v. Leasco Response, Inc.*, 117n55
- Case generation
antitrust, 193–194
consumer protection, 207
- Case-specific econometric work, 262n209
- Celler-Kefauver Act of 1950, 149, 153, 173, 255n161, 256n162
- Census Bureau, 169, 312
- Centers for Medicare and Medicaid Services (CMS), 18n13, 137n8, 138n24
- Central Processing Units (CPUs), 185–186
- Chain Stores* report, 152
- Chamberlain, E. H., 177
- Child on-line safety, 202
- Cigarette advertising, 272n276
- Cigarette marketing, 268n252
- Cigarette rulemaking, 245n68
- Cigar Sales and Advertising Report, 167
- Cipro Cases I & II, In re*, 52, 80n119
- Ciprofloxacin Hydrochloride Antitrust Litig., In re*, 76n49
- City of Atlanta versus Chattanooga Foundry & Pipeworks*, 78n89
- Civil Aeronautics Board, 271n350
- Civil litigation, 27–29
- Clayton Act, 153, 255n162
Section, 7, 125, 240n25
- Coate, Malcolm, 188
- Collier, Calvin, 270n65
- Collusion dummy variable in overcharge estimation, interpretation of, 424–425
- Colver, William B., 239n20
- Comanor, Bill, 258n180
- Comanor, William, 186
- Comcast, 402

- Compare FTC v. Penn State Hershey Med. Ctr.*, 137n6
- Competition Analysis, 314
- Competition and consumer advocacy, 273–274n291, 275n297
 advocacy programs, substance of, 208–209, 277–278n329, 278n334, 278n335
 economist's role in, 207–214
 process and history, 210–214
 research and advocacy, synergy between, 209–210
- Competition in pharmaceuticals, 4–12
 barriers to, 4
- Competition law, 378
- Competition policy, 401–419
 implications for, 412–414
 input/retail product
 substitutability, 407–412
 safeguards against anticompetitive conduct, 404–407
 upward pricing pressure, 407–412
- Competition studies, 155–158
- Compte-rendu de jugement (CRJ), 355, 370n19
- Concord Boat Corp. v. Brunswick Corp.*, 74n7
- Concordia Pharms, Inc.*, 19n38
- Conglomerate Merger Performance Report, 253n146
- Congressional Budget Office, 241n29
- Consumer Financial Protection Bureau (CFPB), 160, 204, 209
- Consumer protection, 268n253, 268n254, 268n255, 269n256, 271n273, 271n274, 272n282, 272–273n284
 case generation and general policy analysis, 207, 273n288
 economist's role in, 194–207
 expert witness work and litigation support in, 205–206, 273n285, 273n286
 studies, 158–160
- Consumers Sue AstraZeneca over Nexium Ad Campaign*, 119n85
- Consumption, pharmaceutical, 3–12
- Continental T.V., Inc. v. GTE Sylvania Inc.*, 75n11, 83n176, 83n190, 149, 258n183
- Conventional antitrust analysis, 51–53
- Coolidge, Calvin, 219, 239n17
- Copperweld Corp. v. Indep. Tube Corp.*, 76n40
- Corporate Patterns Report, 169–170
- Covad Commc'ns Co. v. Bell Atl. Corp.*, 117n55
- Crawford, Carol, 200
- Credit disclosures, 276n316
- Credit reporting studies, 246n78
- Cross-elasticity of the demand, 408, 410
- Cudahy, 152, 219
- Custom Accessories v. Jeffrey-Allan Indus.*, 118n68
- Damages, 57–60
- Daniel, Timothy, 269n261
- Data gathering, 250n115
- Data security, 202
- Dawson Chem. Co. v. Rohm & Haas Co.*, 75n9
- Deception Policy Statement (1984), 282n363
- DeGraba, Pat, 147
- Deneric entry, timing of, 95–96
- Denis, Paul, 179
- Department of Commerce, 148, 169, 311, 312
- Department of Health and Human Services (HHS), 138n24
- Department of Housing and Urban Development (HUD)
 mortgage disclosure, 160, 209, 275n306

- Department of Labor, 148, 311
- Department of Transportation, 208
- Dependent variables, 356
- Descriptive statistics, 356–358
- Digital Single Market Strategy, 377
- Dingell, John, 211, 247*n*93
- Discredited economic theory, 13
- Dispute-related variables, 356
- Distributional arrangements, 172
- Divestitures, 251*n*124
- Dixon, Paul Rand, 175
- Do Not Call segment, of
 - telemarketing sales rule, 202
- Dose of Competition, A*, 3
- Dougherty, Alfred, 178, 211
- Douglas, Paul H., 268*n*252, 291*n*418
- Drexel Chem. Co. v. Albaugh, Inc.*, 76*n*29
- Dreyers, 181, 191
- Drug Price Competition Act of 1984.
 - See Hatch-Waxman Act
- Drug Price Competition and Patent Term Restoration Act of 1984, 114*n*6
- Dummy variable
 - collusion, in overcharge estimation, 424–425
- DuPont, 176, 239*n*17
- Duty to deal, 403, 413, 414, 417*n*34, 418*n*42
- Dynamic efficiency, 403, 412, 418*n*40
- Eastman Kodak Co. v. Image Tech. Servs.*, 75*n*11
- Easton, Bob, 147
- Econometric analysis, 132–134, 358–366
- Economic consulting business, 266*n*236
- Economic Evidence, 314
- Economic reporting
 - competition studies, 155–158
 - consumer protection studies, 158–160
 - 1990s decline in, reasons for, 164–165
 - regulation and international trade restraints studies, 160–161
 - resurgence and occasional declines of, 154–161
- Economists
 - influence on antitrust cases, 187–188
 - role in antitrust investigations, 172–176
 - role in competition and consumer advocacy, 207–214
 - role in consumer protection, 194–207
 - as subordinates, 286*n*395
- Edwards, Corwin, 174, 255*n*162, 281*n*356
- Effexor Antitrust Litig., In re*, 82*n*172
- Efficient component pricing rule (ECPR), 405, 416*n*20
- Electricity regulation, 278*n*336
- Elman, Phillip, 175, 282*n*357
- Elzinga, Ken, 254*n*155, 258*n*180, 293*n*425
- Empirical analysis, 182–183, 347
- Enforcement policy, intertemporal changes in, 439–440
- Engman, Louis, 210, 264*n*221
- E.R.R. Presidents' Conference v. Noerr Motor Freight, Inc.*, 19*n*33
- Ethyl Gasoline Corp. v. United States*, 75*n*9
- European Commission, 390, 393, 394
- European Union, 216, 378, 379, 390
 - Digital Single Market Strategy, 377
- Evanston Nw. Healthcare Corp.*, 13, 20*n*58, 20*n*61
- Evergreening. See Product hopping
- Exclusion, 404

- Exclusionary behavior, 406
- Exclusivity rights, 4
- Expert witness work
 in antitrust, 189–193
 in consumer protection, 205–206
- Exxon, 177, 178, 260n197
- Eyeglasses II, 196, 205
- FACTA, 202
- Fair Credit Reporting Act, 202,
 267n247
- Fair Information Privacy Principles,
 202
- Farrell, Joe, 147, 179, 192, 261n204,
 290n410
- Fast-Moving Consumer Goods, 377
- Federal Aviation Administration,
 275n300
- Federal Communications
 Commission (FCC), 208, 209
- Federal Communications
 Commission Act of 1934, 167
- Federal Insecticide, Fungicide and
 Rodenticide Act (FIFRA),
 76n29
- Federal Power Act of 1935, 152
- Federal Power Commission, 152,
 264n221
- Federal Register Notice, 290n411
- Federal Reserve
 Consumer Financial Protection
 Bureau, 204
 Truth-in-Lending Act forms, 160
- Federal Trade Act
 Section, 6, 276n321
- Federal Trade Commission (FTC),
 2–3, 16, 18n11, 18n15, 18n21,
 19n29, 19n30, 19n34, 20n40,
 20n43, 20n48, 20n51, 21n66,
 21n67, 21n72
 Accounts Division, 152, 312, 316
 Bureau of Economics. *See* Bureau
 of Economics (BE)
 changes over time, 336–343
 Division of Economic Policy
 Analysis (DEPA), 295n453,
 296n457, 296n459, 296n460,
 314–316
 Economic Division, 152, 222,
 231–235, 255n159, 281n351,
 283n368, 296n465, 310–312,
 318
 Financial Analysis Division, 316
 Financial Statistics Division, 312
 healthcare markets, special rules
 for, 16–17
 historical data, 328–335
 Horizontal Merger Statement,
 282n363
 legal organization’s economic
 support for reports, 167–168
 Oversight Committees, 277n327
 pharmaceutical investment and
 consumption, 3–12
 provider mergers, 12–16
 Regulatory Analysis Division, 314
 Staff Technical Report, 442
 Statistics Division, 152, 312
 War Powers Board, 152
- Fee-for-service payment models, 3
- Feinstein, Richard, 261n204
- FEVAD (Federation of e-commerce
 and distance selling in
 France), 377, 392
- Fisher, Alan, 147
- Flegel v. Christian Hosp.*, 76n42
- Folsom, Mack, 147, 242n35, 257n169,
 257n172, 284n375
- Food advertising regulation, 245n73
- Food and Drug Administration
 (FDA), 32, 94, 105, 208,
 245n72
 Orange Book, 7, 8, 19n31
- Food labeling rule-making process,
 245n72
- Food marketing, 272–272n275
- Forest Labs. v. Ivax Pharm.*, 118n69

- Franchise Rule, 197, 198
- Franchising, and online sales,
375–397
- authorized online sales, 380–381
 - competing with in-store sales,
385–386
 - complementary to in-store sales,
384–385
 - disruption, 384
 - franchisees, transactional website
creation by, 388–390
 - franchisor, transactional website
creation by, 386–388
 - inevitability, 383–384
 - nonauthorized online sales,
380–381
 - questions, 390–394
 - sharing, 392–394
 - website creation, 381
 - website management, 381–382
 - website, as selling method,
379–380
- French Franchise Federation, 394
- French labor courts, dispute
resolution in, 345–373
- French labor litigation landscape,
implications of, 349–355
- French lawyers, 351–353
- Froeb, Luke, 147
- Fruehauf Trailer Co.*, 137n16
- FTC Act, 168, 236n4, 267n249
- Section, 5, 194
 - Section, 6, 165
 - Section 6(a), 150, 221
 - Section 6(b), 150–151, 165, 166
 - Section 6(f), 151
 - Section 13(b), 11
- FTC Act Amendments of 1994
(Reauthorization Act)
- Section, 11, 277n327
- FTC Improvements Act, 222
- FTC v. Abbvie Inc.*, 19–20n39
- FTC v. Actavis, Inc.*, 5, 6, 8, 18n20,
18n22, 18n24, 20n39, 25–85
- alignment in expectations, 40–42
 - anticompetitive behavior, 46–47
 - Antitrust Guidelines for the
Licensing of Intellectual
Property, 69–70
 - antitrust injury, 55–57
 - balancing efficiencies against
anticompetitive effects, 54
 - beyond IP/antitrust interface,
70–73
 - conventional antitrust analysis,
51–53
 - correct expectations and solution
to the problem, 49–50
 - damages, 57–60
 - efficiencies, 46
 - failure in settlement and
continuing the litigation,
43–44
 - first challenge, prevailing, 43
 - generics to stay out of the market,
bribing, 36
 - Hatch-Waxman settlements,
31–32
 - incorrect expectations and solution
to the problem, 51
 - intent evidence, 50
 - intent of the brand, 50–51
 - to IP/antitrust cases, applying,
64–69
 - litigants' expectations about
correctness of litigation,
37–39
 - merits analysis, 30–31, 38–39
 - merits analysis to Hatch-Waxman
settlement, applying, 33
 - no-AG agreement, 60–64
 - party's believability to brand's
strong patent, 40
 - patent-splitting settlement, 42–43
 - pre-*Actavis* analysis of Hatch-
Waxman settlements, 33–34
 - preponderance of the evidence,
47–49

- red flag, 53–54
- risk aversion, 44–45
- risk profiles, 50
- second challenge, facing, 43
- settlement without net reverse payment, 51
- FTC v. Advocate Health Care Network*, 2, 13, 20n52, 20n60, 20n62, 21n70
- FTC v. Allergan plc*, 18n24
- FTC v. Am. Med. Ass'n*, 2, 17n5
- FTC v. Atl. Richfield Co.*, 85n218, 85n220
- FTC v. Butterworth Health Corp.*, 20n54
- FTC v. Cardinal Health, Inc.*, 20n49
- FTC v. Cephalon, Inc.*, 18n23
- FTC v. Freeman Hosp.*, 20n54
- FTC v. Ind. Fed'n of Dentists*, 74n3, 77n59
- FTC v. Mallinckrodt ARD Inc.*, 20n45, 20n46, 85n223
- FTC v. Mylan Labs, Inc.*, 20n47
- FTC v. Penn State Hershey Medical Center*, 2, 13–14, 20n52, 20n59, 20n62, 20n63, 21n66
- FTC v. Perrigo Co.*, 37
- FTC v. Procter & Gamble Co.*, 137n6
- FTC v. Schering-Plough Corp.*, 78n97
- FTC v. Superior Ct. Trial Lawyers Ass'n*, 19n31
- FTC v. Teikoku Pharma USA, Inc.*, 18n24
- FTC v. Tenet Health Care Corp.*, 20n55, 137n6
- FTC v. University Health, Inc.*, 137n6
- FTC v. Watson Pharms., Inc.*, 75n10, 76n52
- FTC v. Whole Foods Market, Inc.*, 140n90
- Fuel Administration, 210
- Functional interchangeability, 124, 130, 131, 134, 140n87, 140n88
- Funeral rulemakings, 196–197, 205
- Gaskins, Darius, 178, 260n197
- Gasoline monitoring, 249–250n112
- GE/Honeywell merger, 280n346
- General Accounting Office, 241n29
- General Foods, 176, 177
- General Foods Corp. v. F. T. C.*, 137n12, 138n18, 140n87
- General investigations
 - compulsory process for, 165–167
 - period, 150–154
- General Motors, 167, 239n17
- General policy analysis
 - antitrust, 193–194
 - consumer protection, 207
- General Trade Restraints, 256n166
- Generic Drug Entry Prior to Patent Expiration*, 166
- Generic drugs, 94
- Generics
 - authorized, 47, 60, 80n131, 82n164, 168
 - to stay out of the market, bribing, 36
- Geneva Pharms. Tech. Corp. v. Barr Labs., Inc.*, 4, 18n16, 137n11
- Geographic market, 125
- George Washington Law Review*, 237n11
- Gilbert, Rich, 290n410
- Glassman, Mike, 177, 257n172, 259n187, 260n190, 288n405
- Golden, Bill, 147
- Goldilocks Condition*, 406
- Gore, Al, 211
- Government Accountability Office, 241n29
- Government Performance and Results Act (GPRA), 172
- Government Printing Office, 246n87
- Gramm, Wendy, 270–271n270, 272n283
- GrandMet, 181
- Green Guides, 199
- Greenspan, Alan, 270n266

- Gross National Product, 153, 169
- Handler, Milton, 282n360
- Harding, Warren G., 219
- Hard switch/soft switch versus no-economic-sense test, 111–113
- Harkavy, Sara, 147, 148
- Hart-Scott-Rodino (HSR) Act, 170, 175, 233, 252n145
- Hatch-Waxman Act, 4, 5, 7, 19n31, 186
FTC v. Actavis, Inc., antitrust analysis of, 32
 product hopping, 91–94, 96, 114n3, 118n65
- Hatch-Waxman settlements, 30, 36
 anticompetitive behavior, 46–47
 merits analysis to, applying, 33
 pre-*Actavis* analysis of, 33–34
- Hausmann, Jerry, 263n210
- Hay, George, 258n180
- Healthcare antitrust, 2–8, 10–12, 14–17, 19n28
- Healthcare markets, special rules for, 16–17
- Health Care Statements, 3
- Health insurance, 123–140
Herman & MacLean v. Huddleston, 74n7
- Highland Park Hospital, 13
- Hilke, John, 147
- HIV home test kit, 206
Hoechst Marion Roussel, et al., 18n17
- Hoover Commission Task Force
 Report on Independent Regulatory Commissions, 153, 242n30
- Horizontal merger challenges, legal framework for, 125, 261–262n206
- Horizontal Merger Guidelines (1967–2010), 15, 21n66, 195, 178–180, 195, 260n198, 282n363
- Horizontal restraints, 172
- Hosken, Dan, 147
- House Appropriations Committee, 221
- House Small Business Committee, 222
- Howell, John, 262n209
- Howrey, Jack, 224
- Humphrey, Hubert, 249n111, 255n162, 256n164
- Humphrey, William, 219, 221, 239n17, 295n446
- IBM Corp. v. Platform Sols., Inc.*, 84n206
- ID Theft, 202
- ILC Peripherals Leasing Corp. v. IBM*, 117n55
- Ill. Tool Works Inc. v. Independent Ink, Inc.*, 74n6, 76n41, 80n120
- Independent Office Appropriations, 150
- Independent Office Appropriations Act of 1943, 283n370
- Individual case reviews, 199–203
- Industry analysis, 313, 314
- Industry-wide antitrust, 176–178
- Information loss, 154
- Innovations, in healthcare delivery, 3
- Input/retail product substitutability, 407–412
- In-store sales versus online sales, 384–386
- Intellectual Property Guidelines, 74
- Interchangeability
 functional, 124, 130, 131, 134, 140n87, 140n88
 practical indicia of, 126
 reasonable, 124, 125–126, 129, 131, 134–136

- Intergraph Corp. v. Intel Corp.*,
84n209
- International Antitrust Enforcement Assistance Act of 1994,
279n345
- International Competition Network (ICN), 216
- International Consumer Protection and Enforcement Network (ICPEN), 280–281n348
- International Marketing Supervision Network (IMSN). *See* International Consumer Protection and Enforcement Network (ICPEN)
- International Petroleum Cartel* study,
154, 221–222
- International technical assistance and policy coordination, 214–218
- International Trade Commission (ITC), 210, 247n90,
276–277n322
- International trade restraints, 247n90,
247n91
- Internet-based “behavioral advertising,” 202–203
- Interstate Commerce Commission,
271n350
- Investment, pharmaceutical, 3–12
- IP/antitrust cases, applying *FTC v. Actavis, Inc.* to, 64–69, 70–73
- Ippolito, Pauline, 147
- Jaynes, Phil, 147
- Jewelry Guides, 197, 198
- Jones, Mary Gardiner, 273n274,
291n418
- Judgment ceiling, 353–354
- Kaiser Aluminum & Chem. Corp. v. FTC*, 137n7
- K-Dur Antitrust Litigation, In re*,
18n20, 76n50
- Kellogg, 158, 177
- Kennedy, Edward, 281n357
- Kennedy, John F., 231
- Kennedy correction, 425–427
bias in, 424–427, 429
- King Drug Co. of Florence Inc. v. Smithkline Beecham Corp.*,
18n26, 60, 61, 80n121, 82n163,
83n184
- Kintner, Earl, 255n162, 256n164,
285n388, 295n446
- Kirkpatrick, Miles, 258n178
- Kirkpatrick I Commission, 220
- Kirkpatrick II Commission, 247n88
- Kirkpatrick II Report, 212, 226
- Klein, Joel, 279n345
- Kobayashi, Bruce, 275n300
- Kolasky, Bill, 280n346
- Kolasky, William, 261n205
- Kovacic, Bill, 2, 146, 218
- Kovacic, William E., 185, 218,
251n129, 258n183, 280n347,
281n357, 282n359
- Kramer, Albert, 199, 270n268
- Kuneva, Meglena, 217
- Kwoka, John, 433–443
- Labeling process, 245n72, 267n249
- Lacko, Jim, 147, 266n237
- Lamictal Direct Purchaser Antitrust Litig., In re*, 18n25
- Lane Labs, 206
- Langenfeld, Jim, 179, 147, 264n219
- Leclerc, 377
- Leibowitz, Jon, 179, 203, 218
- Lending, racial discrimination in, 204
- Lenox MacLaren Surgical Corp. v. Medtronic, Inc.*, 137n9
- Lerner index, 417n25
- Levin, William, 313
- Life Insurance Cost Disclosure*, 222
- Line of Business (LB) program, 171,
312, 317

- Ling extension. *See* Product hopping
Lipitor Antitrust Litig., In re, 82*n*172
- Litigants' expectations about
 correctness of litigation,
 37–39
- Litigation support
 in antitrust, 189–193
 in consumer protection, 205–206
- Loestrin 24 FE Antitrust Litig., In re*,
 60, 82*n*167, 82*n*168, 82*n*169,
 82*n*173
- Long, William, 253*n*153
- Loss aversion, 79*n*100
- Luken, Tom, 211
- Lyft, 275*n*313
- Lynch, Mike, 147, 284*n*379
- MacIntyre, Everett, 281*n*356
- MacLeod, William, 204
- Magnuson-Moss rulemaking law,
 149, 198
- Magnuson-Moss Warranty/FTC
 Improvements Act, 268*n*253,
 269*n*263
- “Mail bag” approach, 253*n*152
- Majoras, Deborah P., 217–218,
 263*n*215, 276*n*319, 278*n*332
- Malester, Ann, 285*n*387
- Mallinckrodt ARD Inc., 10
- Managed care organizations (MCOs),
 115*n*31
- Mann, H. Michael, 176, 241*n*28,
 250*n*114, 254*n*154, 259*n*187,
 319
- Marketing arrangements, 172
- Marketing Food to Children and
 Adolescents, 250*n*122
- Market power analysis, 29, 51
- Markham, Jesse, 174, 178,
 238–239*n*16, 242*n*33, 244*n*64,
 256*n*167, 256*n*167, 256*n*168,
 258–259*n*184, 265*n*227,
 282*n*360, 285*n*388, 287*n*402
- Massey, William, 275*n*305
- Matter of American Brake Shoe Co.*,
 140*n*87
- McCarran-Ferguson Act, 245*n*70
- McChesney, Fred, 272*n*282
- McLaren, Richard W., 170
- McWane, Inc. v. FTC*, 74–75*n*8
- Meat-Packing Industry* report, 152,
 219
- Médiamétrie, 392
- Medicaid, 3
- Medicare, 3, 126–127
 Part A, 126, 127
 Part B, 126, 127
 Part C, 127
 Part D, 127
- Medicare Advantage, as separate
 product market in DOJ's
 against *Aetna-Humana*
 mergers, 123–130
Brown Shoe Co. v. U.S.,
 reasonable interchangeability
 and enduring legacy of,
 134–136
 econometric analysis, 132–134
 horizontal merger challenges, legal
 framework for, 125
 Original Medicare, 124–127,
 129–135, 138*n*24, 138*n*29,
 139*n*57
 practical indicia approach to
 interchangeability, 126
 practical indicia approach to
 product market, 129–132,
 134–136
 price cross-elasticity of demand,
 126
- Medicare + Choice (or M + C)
 program. *See* Medicare,
 Part C
- Medicare Improvements for Patients
 and Providers Act of 2008
 (MIPPA), 127

- Medicare Prescription Drug, Improvement, and Modernization Act of 2003 (MMA), 8, 76n37, 76n38, 127
- Medicare Supplement, 124
- MedSupp, 133, 135
- Meijer, Inc. v. Barr Pharm., Inc.*, 115n33
- Merger efficiencies analysis, 157
- Merger Guidelines, 14
- Merger investigations, 180–181
- Merger pre-notification program, 255n162
- Merger remedies, 434, 435
- Merger Remedy Study, 9–10
- Mergers and acquisitions (M&A), 185, 233
- Merger Screening Committee, 257n169, 257n172
- Mergers, Merger Control, and Remedies*, 433–443
- Mergers, provider, 12–16
- Mergers, Sell-offs, & Economic Efficiency*, 156
- MergerStat, 170
- Merits analysis, 30–31, 38–39
to Hatch-Waxman settlement, applying, 33
- Meta-analysis, 434–438, 440–442, 443n14
- Mihaly, Kata, 147, 148
- Miller, James, 204, 211, 247n93, 291n418
- Miller, Jim, 147
- Miller III, James C., 172, 211
- Millstein, Ira, 172
- Monopolization, 172, 403
- Monopoly power, 80n119
- Moog Indus., Inc. v. FTC*, 81n152
- Morris, 152, 219
- Mortgage Acts and Practices Rule (MAP). *See* Truth-in-Lending Act (TILA), Regulation O
- Mostly Media v. U.S. W. Commc'ns*, 82n155
- Mueller, Willard Fritz, 147, 154, 170, 174, 175, 178, 195, 203–204, 224, 228, 242n34, 242n35, 243n40, 256n163, 257n171, 257n173, 257n174, 257n176, 257n177, 260n189, 268n251, 268n252, 285n388, 287n400, 288n402, 288n404, 295n451, 313, 319
- Mulholland, Joe, 147
- Muris, Timothy, 3, 146, 156, 251n129, 258n183, 291n418
- Murphy, R. Dennis, 147, 196, 198, 268n253, 268n254
- Myers, Abram F., 239n17
- Mylan Laboratories, Inc., 11
- Mylan Pharmaceuticals v. Warner Chilcott (Doryx)*, 109–110, 112, 119n97, 119n102, 119n121
- Mylan v. Celgene*, 19n29
- Nader, Ralph, 220, 262n206
- NAFTA, 216
- Narrow markets, 181–182
- National Association of Attorney's General (NAAG), 282n362
- National Highway Traffic and Safety Administration, 208–209
- National Recovery Act, 283n367
- Natural Gas Act of 1938, 152
- NCAA v. Bd. of Regents of the Univ. of Okla.*, 74n2, 74n5, 76n40
- N.C. State Bd. of Dental Exam'rs v. FTC*, 17n2
- Nelson, Philip, 147, 268n255
- Nelson, Steve, 147, 256n166, 256n167, 257n169, 257n171, 258n178, 267n250, 284n375, 288n404
- Nestle, 181
- Ne. Tel. Co. v. AT&T*, 117n55

- Net reverse payment, 32, 34, 44
- Nevo, Aviv, 132, 133
- New Drug Application (NDA), 32
- New York ex rel. Schneiderman v. Actavis PLC (Namenda)*, 110–112, 115ⁿ20, 115ⁿ33, 119ⁿ105, 119ⁿ110, 119ⁿ116, 119ⁿ117
- Nexium (Esomeprazole) Antitrust Litigation, In Re*, 19ⁿ28, 55–56, 57, 60, 64, 73, 80ⁿ139, 81ⁿ140, 81ⁿ145, 81ⁿ146, 81ⁿ152, 81ⁿ153, 83ⁿ192, 84ⁿ196
- 900-number Rule, 197
- Nixon, Richard, 231
- No-Authorized Generic agreements (“no-AG” agreements), 27, 29, 53, 54, 60–64, 65, 73, 80ⁿ131, 82ⁿ173, 83ⁿ176
- No-economic-sense test
 versus hard switch/soft switch, 111–113
 for product hopping, 91, 100–104, 116ⁿ45, 116ⁿ51, 117ⁿ56, 117ⁿ57
 support for, 102–103
 virtues of, 101–102
- Noerr-Pennington* doctrine, 7
- Nonauthorized online sales, 380–381
- Non-cash reverse payments, 29
- Non-merger areas, pace slows and activity shifts to, 185–186
- Non-price discrimination, 402, 414ⁿ1, 415ⁿ2
- Novell, Inc. v. Microsoft Corp.*, 117ⁿ55
- O’Brien, Dan, 147, 248ⁿ104
- Office Depot, 262–263ⁿ210, 266ⁿ235
- Office of Applied Research and Outreach (ARO), 218, 279ⁿ344, 316
- Office of Competition and Consumer Advocacy (OCCA), 211, 277ⁿ329
- Office of Industrial Economics, 312
- Office of Management and Budget (OMB), 219, 222–223, 269–270ⁿ264, 272ⁿ278, 287–288ⁿ402, 293–294ⁿ430, 294ⁿ432, 295ⁿ442, 295ⁿ447, 318
- Office of Policy Planning (OPP), 161, 166, 213, 238ⁿ14, 240ⁿ22, 245ⁿ70, 247ⁿ92, 250ⁿ114, 268ⁿ253, 276ⁿ316, 278ⁿ332, 279ⁿ337, 295ⁿ452
- Office of Price Administration, 169
- Office of the General Counsel, 166, 168
- Office of the Inspector General, 229
- Ogilvie v. Fotomat Corp.*, 140ⁿ94
- Oil industry, 243ⁿ42
- Oldcastle, 181
- Oligopoly theories, 177
- Oliver, Daniel, 211, 244ⁿ57, 277ⁿ328, 288ⁿ406, 292ⁿ423
- Online sales, franchising and, 375–397
 authorized online sales, 380–381
 competing with in-store sales, 385–386
 complementary to in-store sales, 384–385
 disruption, 384
 franchisees, transactional website creation by, 388–390
 franchisor, transactional website creation by, 386–388
 inevitability, 383–384
 nonauthorized online sales, 380–381
 questions, 390–394
 sharing, 392–394
 website, as selling method, 379–380

- website creation, 381
- website management, 381–382
- Opana ER Antitrust Litigation, In re*, 55, 80n135, 82n173
- Orange Book, 7, 8, 19n31
- Organization for Economic Cooperation and Development (OECD), 216
 - Consumer Protection, 217
- Original Medicare, 124–127, 129–135, 138n24, 138n29, 139n57
- Orszag, Jonathan, 133
- Overcharge estimation
 - collusion dummy variable in, interpretation of, 424–425
 - Empirical implications of, 428–429
 - Kennedy correction for, 425–427
- Pac. Bell Tel. Co. v. LinkLine Commc'ns, Inc.*, 75n12
- Pacific Bell Telephone Company, et al. v. LinkLine Communications, Inc., et al.*, 418n42
- Packers and Stockyards Act of 1921, 152, 219
- Palmer v. BRG of Ga., Inc.*, 78n82, 79n110, 82n158
- Paragraph IV certification, 32, 55, 75n24, 95, 98
- Par Pharm., Inc.*, 19n38
- Party's believiness to brand's strong patent, 40
- Party-related variables, 358
- Patent Act, 31, 65, 79n105
- Patent-splitting settlement, 39, 42–43, 61, 84n203
- Patman, Wright, 283n172
- Patrick, Dennis, 246n86, 248n99, 275n301
- Pavestone, 181
- Pennsylvania Public Utility Commission, 183
- Perry, Martin, 288n403
- Pertschuk, Michael, 196, 204, 211, 287n397
- Peterman, John L., 147, 179, 234, 254n155, 256n163, 261n200, 293n425, 294n431
- Pfizer, Inc. v. Apotex, Inc.*, 118n69
- Pharmaceutical industry behavior, 243n49
- Pharmaceutical investment and consumption, 3–12
 - Philadelphia National Bank*, 125
 - Phoebe Putney Health System, Inc.*, 20n61
- Pillsbury Mills, 174
- Pitofsky, Robert, 165, 251n129, 268n250
- Posner, Richard, 175, 281n357, 282n357
- Postal Rate Commission, 274n295
- Power Amplifier rule, 198
- Practical indicia approach
 - of interchangeability, 126
 - to product market, 129–132, 134–136
- Premium Natural and Organic Supermarkets (PNOS), 183
- Preponderance of the evidence, 28, 29, 31, 43, 47–49, 57, 72
- Prescription drug markets, 95
- Pretrial conciliation, 347–348
- Pretrial settlement, 346–348, 368
- Prewitt, Roy, 222, 242n35, 256n164, 284n375
- Price, and safeguards against anticompetitive conduct, 404–405
- Price-cost margin, 404
- Price cross-elasticity of demand, 126
- Price disconnect, 94, 95, 97, 103, 104, 107, 112, 114n3, 114–115n20, 118n66, 118n70

- Price-fixing, 423, 424, 430ⁿ5
- Price transparency, 3
- Privacy Framework, 220
- Procès verbal de conciliation (PVC), 349–350, 355, 358, 370ⁿ19
- Procter & Gamble, 175
- Product hopping, 89–120
 - Abbott Laboratories v. Teva Pharmaceuticals USA, Inc. (TriCor)*, 106–107
 - applications of, 104–106
 - definition of, 92–93, 97
 - forms of, 93
 - generic entry, timing of, 95–96
 - Hatch-Waxman Act, 93–94
 - Mylan Pharmaceuticals v. Warner Chilcott (Doryx)*, 109–110
 - New York ex rel. Schneiderman v. Actavis PLC (Namenda)*, 110–111
 - no-economic-sense test, 91, 100–103
 - no-economic-sense versus hard switch/soft switch, 111–113
 - outside Generic Window, 98–99
 - reformulation after generic entry, 100
 - safe harbors, 97–100
 - state DPS laws, 94–95
 - Suboxone Antitrust Litigation, In re*, 108–109
 - Walgreen Co. v. AstraZeneca Pharmaceuticals*, 107–108
- Product market, practical indicia approach to, 129–132, 134–136
- Profit-sacrifice analysis, 116ⁿ48
- ProMedica Health Sys., Inc. v. FTC*, 20ⁿ52
- Protected Profits Benchmark, 405, 406, 417ⁿ21
- Provider consolidation, trends in, 3
- Provider mergers, 12–16
- Public Utility Holding Company Act of 1935, 152
- Qualls, David, 161
- Quarterly Financial Report (QFR), 153, 169, 232, 234, 312, 313, 317
- Questcor Pharmaceuticals, Inc., 10
- Racial discrimination, in lending, 204
- Radio Act of 1927, 167
- Ravenscraft, David J., 254ⁿ153
- Reagan, Ronald, 231, 253ⁿ150
- RealComp, 191
- Reasonable interchangeability, 124, 125–126, 129, 131, 134–136
- “Reasonably probable” standard, 69
- Reduced-form price equation, 424, 428, 429, 429ⁿ2
- Reformulation, 91–93, 95–109, 111–114, 114ⁿ3, 115ⁿ33, 115ⁿ35, 115–116ⁿ37, 118ⁿ65, 118ⁿ66
 - after generic entry, 100
- Regulation and international trade restraints studies, 160–161
- Regulatory Flexibility Act, 270ⁿ264
- REMS distribution restrictions, 6
- Rent-seeking incentives, 275ⁿ297
- Report of the FTC on the Radio Industry*, 167
- Report on Agricultural Cooperatives, A*, 284ⁿ376
- Report on Cooperation in American Export Trade*, 151–152
- Report on Corporate Mergers*, 170
- Report writing, compulsory process for, 165–167
- Resale price maintenance (RPM), 157, 158, 186, 244ⁿ64
- Research and advocacy, synergy between, 209–210
- Research assistants (RAs), 320

- “Research versus enforcement”
 problem, 225
- Reverse payment agreements, 4–8, 10
- Reverse Payment Fallacy, 61
- Reverse payment settlement, 35–36,
 37
- Review of Industrial Organization*,
 156, 264n224
- Reynolds Metals Co. v. F. T. C.*,
 137–138n11
- Right(s)
 -based approach to privacy, 202
 exclusivity, 4
 to exclude, 28, 29, 34, 39, 43, 48,
 50, 73, 75n9
- Risk aversion, 44–45, 79n100
- R. J. Reynolds Tobacco Co.*, 206,
 273n287
- Robinson-Patman Anti-Price
 Discrimination Act, 149, 152,
 240n22, 257n170
- Robinson-Patman (RP) case
 enforcement, 222, 256n168,
 257n169, 257n170, 264n221
- Rogowsky, Robert A., 272n282
- Roosevelt, Theodore, 311
- Rosano, Bill, 147
- Rosch, Thomas, 180
- Rothery Storage & Van Co. v. Atlas
 Van Lines, Inc.*, 137n11
- Rublee, George, 237n7
- Rule-of-reason analysis, 28, 48, 74n2,
 102, 149, 176, 178, 259n184
- Rupture conventionnelle, 354, 358
- Safeguards against anticompetitive
 conduct, 404–407
 exclusion, 404
 price, 404–405
 Weisman’s synthesis, 405–407
- Safe harbors, 97–100
- Safeweb Act, 217
- Saint Alphonsus Medical Center-
 Nampa, Inc. v. St. Luke’s
 Health sys., Ltd.*, 137n6
- Salinger, Michael, 163, 226
- Salop, Steve, 249n107
- Scheffman, David, 177–178,
 248n101, 262n209, 267n243
- Scherer, F. M., 171, 196, 269n261,
 319
- Scherer, Mike, 147, 177
- Schering-Plough Corp., In re*, 33, 34,
 76n45, 114n18
- Schering-Plough Corp. v. FTC*, 18n20,
 76n47
- Schmalensee, Richard, 177
- Schmidt, Dave, 147
- Schwarz, Mae, 147
- Schwinn*, 258n183
- “Scope of the patent” test, 28
- Securities Act of 1933, 152
- Securities and Exchange Act of 1934,
 152
- Self-Regulation in the Alcohol
 Industry, 167
- Senate Select Committee on Small
 Business, 241n28
- Shapiro, Carl, 179
- Shelanski, Howard, 193, 261n204
- Shepherd, Geoff, 258n180
- Sherman Act, 31, 54, 69, 75n23,
 77n81
 Section, 1, 28
 Section, 2, 72–73, 194, 403, 413,
 415n7
- Silent majority fallacy, 13, 14
- Silversin, Lou, 147, 288n404
- Simpson v. Union Oil Co.*, 75n9
- Single-firm exclusionary practices,
 172
- Skill mix, 318–321
- Small but significant non-transitory
 increase in price (SSNIP), 133
- Smaller scale case generation
 initiative, 269n243

- SmithKline Corp. v. Eli Lilly & Co.*, 117n55
- Smooth functioning wholesale regulation, 418n39
- Social Security Act
Title XVIII of, 126
- Soft law, 378
- Southern Economic Association, 319
- Space packing (product proliferation)
entry barrier theory, 177
- Sparkman, John, 222
- Spiller, Pablo, 248n101, 262
- Spirit Airlines v. Nw. Airlines*, 116n47
- Staff mix, 318–321
- St. Alphonsus Med. Ctr.-Nampa Inc. v. St. Luke's Health Sys.*, 17n1, 20n52
- Standard Oil Co. (Indiana) v. United States*, 75n16
- State drug product selection (DPS)
laws, 94–95, 96, 118n65
- Static efficiency, 403
- Steiger, Janet, 17, 261n200, 274n295, 278n334
- Stein, Ben, 163–164
- Stigler, George, 177, 268n255
- Store-to-web strategy, 391–392
- Story Parchment Co. v. Paterson Parchment Paper Co.*, 82n154
- Strenio, Andrew J., Jr., 276n319
- Suboxone Antitrust Litigation, In re*, 108–109, 119n88, 119n91, 120n122
- Summer 2007, litigation onslaught of, 183–185
- Swift, 152, 219
- Sylvania*, 258n183
- Syms, Scott, 147, 148
- Systematic data, 197
collection and reporting of
financial statistics 1939–1984,
rise and fall of, 168–172
- Système U, 377
- Syufy*, 179
- Tamoxifen Citrate Antitrust Litig., In re*, 76n49
- Tansio, Marie, 147
- Telecommunications, 246n86
- Telecommunications Act of 1996,
404, 413–414
Section 271(d)(6)(A)(iii), 415n2
- Telemarketing Sales Rule (TSR), 197, 198
- Temporary National Economic Committee (TNEC), 152, 153, 169, 238n16
- Tenneco Inc. v. FTC*, 85n218, 85n220
- Termination by agreement, 354
- Teva Pharm. Indus. v. Crawford*, 20n42, 82n160
- Teva Pharm. USA, Inc. v. Abbott Labs*, 118n74, 118n76, 119n113
- Thompson, Mayo J., 195–196
- Thomson Media, 170
- Topic Index of Advisory Opinions, 18n11
- Trade regulation rules and guides, 196–199
- Trade restraints, 274n294
- Transactional website creation
by franchisor, 386–388
- Transportation Department, 436
- Truman, Harry S., 221
- Truth-in-Lending Act (TILA), 268n252
forms, 160
Regulation N, 198
Regulation O, 198
- Turner, Donald, 179
- Uber, 275n313
- Unavailability Rule, 167, 205
- UNCTAD, 216
- Unfair methods of competition, 237n7
- Unfairness, 148

- Unfairness Policy Statement (1980/1984), 282n363
- United Foods & Commercial Works Local 1776 v. Teikoku Pharma USA, Inc. (Lidoderm)*, 82n173
- United Fruit Co.*, 137n13
- United Mine Workers of America v. Pennington*, 19n33
- United States of America, Appellee v. Microsoft Corporation, Appellant*, 117n59, 118n60
- United States v. Aetna Inc.*, 20n53
- United States v. Aluminum Co. of America*, 140n87
- United States v. AMR Corp. (American Airlines)*, 103, 118n61, 118n62
- United States v. Anthem Inc., and Cigna Corp.*, 20n53, 140n90
- United States v. Baker Hughes Inc.*, 137n7
- United States v. Citizens & Southern Nat'l Bank*, 137n1
- United States v. Dentsply Int'l, Inc.*, 103, 118n63, 118n64
- United States v. Falstaff Brewing Corp.*, 85n218
- United States v. Gen. Elec. Co.*, 68, 75n9, 84n208, 85n210, 85n211
- United States v. General Dynamics Corp.*, 137n3
- United States v. Huck Mfr. Co.*, 84n208
- United States v. Line Material Co.*, 77n64
- United States v. Marine Bancorporation*, 85n218, 137n3
- United States v. Mercy Health Servs.*, 20n55
- United States v. Microsoft Corp.*, 74n8, 103, 415n5
- United States v. Philadelphia Nat'l Bank*, 137n1
- United States v. Sealy, Inc.*, 75n11
- United States v. Singer Mfg. Co.*, 75n16
- United States v. Topco Assocs., Inc.*, 76n39, 77–78n81
- United States v. UnitedHealth Group Inc. and Sierra Health Services, Inc.*, 138n26, 138n44, 139n45
- United States v. Visa*, 80n132
- United States v. Yellow Cab Co.*, 140n94
- “Unnecessary and counterproductive” recoupment analysis, 116n51
- Upward Pricing Pressure (UPP), 180, 407–412
- U.S. Agency for International Development (USAID), 215, 280n347
- U.S. Chamber of Commerce, 219, 239n21
- U.S. Department of Health and Human Services*, 18n14
- US Department of Justice (DOJ), 3, 124, 128–129, 134, 136, 139n45, 139n49, 140n96, 158, 179, 188, 213, 215, 222, 223, 254n155, 258n180, 260n198, 261n200, 261n202, 261n205, 263n215, 265n225, 279n338, 280n345, 280n346, 280n347, 282n362, 282n363, 288n403, 290n410, 292n421, 402
- USA SAFEWEB, 215
- U.S. Postal System (USPS), 191, 274n295
- US Steel, 239n17
- Utility Corporations* report, 151, 152
- Valley Drug Co., Inc. v. Geneva Pharms. Inc.*, 33, 76n46
- Varney, Christine, 179, 263n215

- Va. State Bd. of Pharmacy v. Va. Citizens Consumer Council*, 18n15
- Verizon Commc'ns Inc. v. Law Offices of Curtis V. Trinko, LLP*, 83n187, 102, 103, 115n34, 117n55, 117n58, 417n32
- Vertical distribution restraints, 157–158
- Vertical integrated provider (VIP), 402–414, 414n1, 415n2, 415n8, 415n9, 415n10, 416n12, 416n17, 416n19, 416n20, 416–417n21, 417n25, 417n29, 418n40, 418n42
- Vertical integration, 414n1
- Vertical mergers, 157–158
- Vertical price fixing, 157
- Vertical restraints and mergers, 186–187, 264n216, 264n218, 264n219, 282n362
- Veterans Administration, 3
- Victrex plc*, 20n50
- Walgreen Co. v. AstraZeneca Pharmaceuticals*, 107–108, 118n79, 119n86, 120n114
- Walker, Francis, 147, 169, 175, 221, 238n15, 312, 321–323
- War Industries Board, 210, 240n24, 321
- War Powers Board, 152
- Watson, James Eli, 239n21
- Webb-Pomerene Export Trade Act of 1918, 152
- Website
as selling method, 379–380
creation, 381
management, 381–382
- Web-to-store strategy, 391–392
- Weinberger, Caspar, 175
- Weisman's synthesis, 405–407
- Weiss, Leonard, 171, 258n180
- Welfare-enhancing settlement, 346
- Wellbutrin Antitrust Litigation, In re*, 6, 18n27, 78n93, 81n145, 81n152, 81–82n153
- Wheeler, Thomas, 288n403
- Whole Foods, 184, 191
- Williamson, Oliver, 178–179, 258n180
- Willig, Bobby, 261n200
- Willig, Robert, 179
- Wilson, Woodrow, 148, 236n4, 237n5
- Wiser, Phillip, 261n204
- Wood, Fernando, 221
- World War II (WWII), 152–153
- Wrigley, 181, 191
- Xerox, 176, 259n188
- Yao, Dennis, 270n266, 291n418
- Zenith Radio Corp. v. Hazeltine Research*, 82n155