

The Quality Game::

A new game can be a quality game. Quality is very important in biz. Some time people do sell goodwill, depending, in that case it is supposed to turn to a pG-pD. The pa- off matrices of a quality game::

Neumann:

	HP	LP
HighPrice		
LowPrice		

In a quality game, when u increase quality, u normally expect a HP. But when ur competitor(s) catch-up, u go to LP, ur profit (net) is supposed to reduce. U can increase output, ur consumption is increasing, hopefully, because of improved quality. But the 'total' market is always limited. How come u keep improving 'quality'??

Now, HighPrice-ModeratePrice-LowPrice odd-inverted matrix:

	LP	MP	HP
HP			
MP			
LP			

Yet another::

	LR	MR	HR
HighRevenue			
ModerateRev			
LowRev			

U can detect an 'oligopoly' here. HR-MR-LR is an oligopoly, by def.

So another matrix:

	LQ	MQ	HQ
highQuality			
moderateQ			
lowQ			

Optimization, next – what do u think???

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