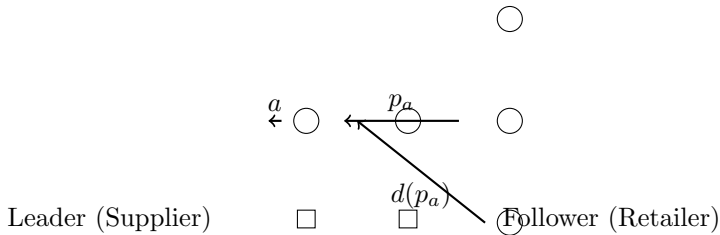**The Newsvendor Pricing Game.** In this Stackelberg game, there is a logistics network between a supplier (leader) and retailer (follower), where utility functions are not necessarily supermodular. The supplier issues a wholesale price a, and the retailer issues a purchase quantity b_a and a retail price p_a in response.

Leader (Supplier)

Follower (Retailer)

$$\mathcal{G}_B(p_a, b_a) = b_a \cdot \overline{a} \; p_a \min\{d(p_a), b_a\} \quad \text{Market}$$