Contents

List of contributors vii
List of sponsors x
Preface and acknowledgements xi

1 Service quality, price caps and the USO under entry
    Michael A. Crew and Paul R. Kleindorfer 1

2 Estimating the impact of price regulation on service quality in post
    Gregory Swinand, Sean Lyons, Michael O’Grady and David Murphy 23

3 Price and quality of service regulation in Portugal
    João Castro and Agostinho Franco 34

4 Competition through downstream access in the UK postal sector:
    the first four years
    Paul Dudley, Stephen Agar, Leonardo Mautino and
    Felipe Flórez Duncan 52

5 A dynamic and endogenous approach to financing the USO in a liberalized
    environment
    François Boldron, Claire Borsenberger, Denis Joram, Sébastien Lécou and
    Bernard Roy 67

6 Postal costing beyond ABC: estimating the economic cost of mails services
    Richard Robinson and Jane McMurdie 83

7 Costing elements of the universal service
    Richard Bradley, Phil Burns and George Houpis 100

8 Calculating the cost of the Universal Service Obligation: the need for a
    global approach
    Christian Jaag, Martin Koller and Urs Trinkner 113

9 Cost analysis and pricing of innovative postal products
    Louis F. O’Brien, Leon A. Pintsov and Andrei Obrea 128

10 Some welfare and pricing implications of alternative regimes for value-added
    taxation of postal services
    Philippe De Donder, Helmuth Cremer, Paul Dudley and Frank Rodriguez 145

11 Postal price elasticities and intermedia competition: a multisided market
    approach
    Vincenzo Visco Comandini, Michael Lintell, Stefano Gori,
    Maria Rita Pierleoni and Bradley Tisdahl 163

12 Network externalities and the USO: a two-sided market approach
    François Boldron, Helmuth Cremer, Philippe De Donder, Denis Joram and
    Bernard Roy 184

13 Mail order business demand: a conceptual approach
    Xavier Ambrosini, Sebastien Breville, Joël Cornee and Olaf Klgaard 196
<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Authors</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Internet advertising and direct mail: trends and analysis for the UK</td>
<td>Soterios Soteri, Frédérique Fève, Jean-Pierre Florens and Frank Rodriguez</td>
<td>209</td>
</tr>
<tr>
<td>15</td>
<td>Using operating data to measure labor input variability and density economies in United States Postal Service mail processing operations</td>
<td>A. Thomas Bozzo</td>
<td>223</td>
</tr>
<tr>
<td>16</td>
<td>Do differences in facility-specific mail processing unit costs have implications for the cost of the Universal Service Obligation?</td>
<td>Margaret Cigno, Diane Monaco and Matthew Robinson</td>
<td>239</td>
</tr>
<tr>
<td>17</td>
<td>The EU postal services and public procurement law: legal and regulatory issues for the postal sector</td>
<td>Alessandra Fratini and Fabio Filpo</td>
<td>250</td>
</tr>
<tr>
<td>18</td>
<td>How should regulation be adjusted when universal service substitution grows?</td>
<td>Pekka Leskinen, Peter Karlsson, Heikki Nikali and Päivi Rokkanen</td>
<td>263</td>
</tr>
<tr>
<td>19</td>
<td>Market entry and competitive strategies in the German B2B parcel market</td>
<td>Helmut M. Dietl, Markus Lang, Martin Lutzenberger and Stephan M. Wagner</td>
<td>280</td>
</tr>
<tr>
<td>20</td>
<td>Bank of America, mail, and the environment</td>
<td>Lawrence G. Buc and Peter A. Soyka</td>
<td>298</td>
</tr>
<tr>
<td>21</td>
<td>Innovation in postal products and pricing: opportunities and obstacles in the reform era</td>
<td>Robert A.F. Reisner, Maynard Benjamin and Derek Osborn</td>
<td>309</td>
</tr>
<tr>
<td>22</td>
<td>The IPO as a driving force in the change process</td>
<td>Peter Koppe, Christian Bosch, Silke Hömstreit and Stefan Pohl</td>
<td>322</td>
</tr>
</tbody>
</table>

Index 339