



The American Antitrust Institute

## 2014 ANNUAL CONFERENCE SUPPORTING MATERIALS

### OPENING PLENARY: EFFICIENCY AND ITS CRITICS

- On the Inefficiencies of Efficiency as the Single-Minded Goal of Antitrust by Bert Foer
- The Efficiency Paradox by Eleanor M. Fox
- Against Goals by Eleanor M. Fox
- How Courts Have Redefined the Meaning of “Efficiency” by AAI Research Fellow Amaury S. Sibon

### BREAKOUT SESSION: ARE MERGERS INEFFICIENT?

- Antitrust Modernization Commission Hearing on Efficiencies in Merger Enforcement on November 17, 2005
  - Testimony of Jonathan B. Baker, American University
  - Prepared Remarks of Dr. Michael A. Salinger, Director of FTC Bureau of Economics
  - Testimony of George S. Cary, Cleary Gottlieb Steen & Hamilton LLP
  - Statement of Kenneth Heyer on behalf of the U.S. Department of Justice
  - Statement of Charles F. (Rick) Rule, Fried, Frank, Harris, Shriver & Jacobson LLP
- Background for Efficiency Conference prepared by AAI Research Fellow Jose Antonio Batista de Maura Ziebarth
- How Courts Have Redefined the Meaning of “Efficiency” by AAI Research Fellow Amaury S. Sibon

### BREAKOUT SESSION: THE ECONOMIC THEORY OF EFFICIENCY AND HOW EFFICIENCY IS USED IN FACT

- Efficiency and Inefficiency in Antitrust Law: An Implication of Behavioral Economics for Antitrust by Richard O. Zerbe
- Background for Efficiency Conference prepared by AAI Research Fellow Jose Antonio Batista de Maura Ziebarth

### BREAKOUT SESSION: SYSTEMS AND INNOVATION CONCERNS OF MANAGEMENT

- Merger Efficiencies and Competition Policy by F.M. Scherer

BREAKOUT SESSION: EXCLUDED CONCERNS: EVOLUTIONARY ECONOMICS AND BEHAVIORAL ECONOMICS

- Selected Antitrust Writings on Antitrust Efficiencies and Evolutionary Theory by Thomas J. Horton

BREAKOUT SESSION: SUPPLY CHAIN INEFFICIENCIES

- The changing landscape of supply chain management, marketing channels of distribution, logistics and purchasing by Gregory T. Gundlach, Yemisi A. Bolumole, Reham A. Eltantawy and Robert Frankel
- Short End of the Stick: The Plight of Growers and Consumers in Concentrated Agricultural Supply Chains by Diana L. Moss and C. Robert Taylor
- Unmade in America: The True Cost of a Global Assembly line by Barry Lynn
- Book Review - Barry C. Lynn, End of the Line: The Rise and Coming Fall of The Global Corporation by Fenner Kennedy-Stewart

BREAKOUT SESSION: EFFICIENCY CONCERNS IN PRACTICE: THEORY MEETS THE REAL WORLD

- X-(In)Efficiency in Banking 1995-2011 by Roger Frantz
- Product Design Issues in the FTC's Google Investigation: In Search of the Facts by Gary Reback

CLOSING PLENARY: THE U.S. AND THE REST OF THE WORLD

- Executive Summary of OECD Roundtable "The Role of Efficiency Claims in Antitrust Proceedings"
- Monopolization and Abuse of Dominance: Why Europe is Different by Eleanor M. Fox