

# **Asymmetric Models of Sales**

by David P. Myatt (LBS) and David Ronayne (ESMT)

Submission to the American Economic Journal: Microeconomics, May 5, 2025.

## *Disclosure Statements.*

David Ronayne is grateful for support from Deutsche Forschungsgemeinschaft through CRC TRR 190 (project number 280092119).

David Ronayne declares that he has no relevant or material financial interests that relate to the research described in this paper.