

Publications

20 Things to Consider When Preparing a Minimum Advertised Price (MAP) Policy - Part 1

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AUTHORED ARTICLE | 8.11.2021

Jessica Cunning, a partner in the Vorys eControl group, authored an article for the Vorys Marketplace Solutions Blog titled "20 Things to Consider When Preparing a Minimum Advertised Price (MAP) Policy - Part 1."

The article states:

"At Vorys eControl, we have helped hundreds of companies design, draft, and implement a minimum advertised price (MAP) policy that complements their broader eControl program. Inevitably, common themes, issues, and challenges surface as companies independently consider various decision points. During this four part blog series, we will be going through twenty things to consider when deciding whether to launch (or perhaps update) your MAP policy – just in time for the upcoming shopping season.

This week we cover MAP policy 101; it's back to basics."

To read the full post, [click here](#).