

ALGORITHMIC PRICING - THE NEW COMPETITION LAW FRONTIER?

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Legal Briefings

The last year has seen a surge in interest in artificial intelligence (AI), especially algorithmic pricing, and what it means for antitrust law (in particular the headline-grabbing concern that machine learning could result in pricing algorithms 'colluding' in order to automatically fix prices). In this article, Stephen Wisking and Molly Herron consider this topical issue and the public pronouncements on this made by the key competition regulators to date.

[READ THE FULL ARTICLE](#)

This article was first published in the September 2017 issue of Digital Business Lawyer ([here](#)).

KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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