

Swati Dhingra  
Department of Economics  
London School of Economics  
s.dhingra@lse.ac.uk

CEP, Houghton Street  
London, WC2A 2AE  
Ph: +44 (20) 7955-7804  
www.sdhingra.com

## Disclosure Statement

November 21, 2012

The Editor  
*The American Economic Review*

Dear Professor Goldberg,

I have submitted a manuscript titled "Trading Away Wide Brands for Cheap Brands" for reconsideration at the *Review*. I declare that I have no relevant or material financial interests that relate to the research described in this paper.

Thank you.

Sincerely,

Swati Dhingra