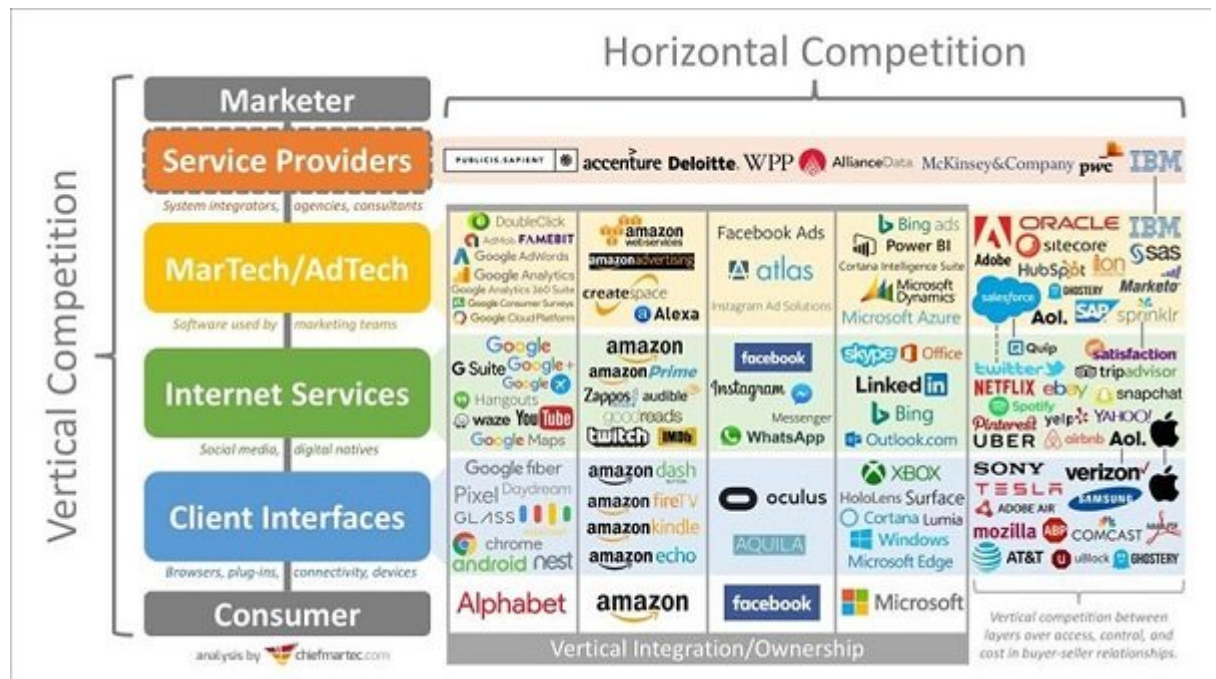
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Target and Barnes & Noble are both competing in the same market. Target is a retail company that sells a wide variety of goods, including clothing, electronics, and home goods. Barnes & Noble is a bookstore chain that also sells a variety of other goods, including clothing, electronics, and home goods. Both companies are competing for the same customers, which creates vertical competition. This competition is not necessarily bad for consumers, as it can lead to lower prices and better service. However, it can also lead to consolidation and a loss of choice. In the case of Target and Barnes & Noble, the competition is likely to lead to lower prices and better service for consumers. However, it could also lead to the closure of some Barnes & Noble stores, which would reduce the variety of choices available to consumers. Overall, the competition between Target and Barnes & Noble is likely to be beneficial for consumers, but it is important to monitor the situation to ensure that it does not lead to a loss of choice.

Vertical Competition



Horizontal Competition

