

Using these results we perform a financial analysis of the British put option that leads to the conclusions above and shows that with the contract drift properly selected the British put option becomes a very attractive alternative to the classic American put.

Q Key Words: [British put option](#) [American put option](#) [European put option](#) [arbitrage-free price](#) [rational exercise boundary](#) [liquid/illiquid market](#) [geometric Brownian motion](#) [optimal stopping](#) [parabolic free-boundary problem](#) [nonlinear integral equation](#) [local time-space calculus](#) [non-monotone free boundary](#)

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