## Contents

[List of contributors] vii
[Foreword] xix
[Acknowledgments] xxi

Introduction
[Vithala R. Rao] 1

### PART I  INTRODUCTION/FOUNDATIONS

1  Pricing objectives and strategies: a cross-country survey
[Vithala R. Rao and Benjamin Kartono] 9

2  Willingness to pay: measurement and managerial implications
[Kamel Jedidi and Sharan Jagpal] 37

3  Measurement of own- and cross-price effects
[Qing Liu, Thomas Otter and Greg M. Allenby] 61

4  Behavioral pricing
[Aradhna Krishna] 76

5  Consumer search and pricing
[Brian T. Ratchford] 91

6  Structural models of pricing
[Tat Chan, Vrinda Kadiyali and Ping Xiao] 108

7  Heuristics in numerical cognition: implications for pricing
[Manoj Thomas and Vicki Morwitz] 132

8  Price cues and customer price knowledge
[Eric T. Anderson and Duncan I. Simester] 150

### PART II  PRICING DECISIONS AND MARKETING MIX

9  Strategic pricing of new products and services
[Rabikar Chatterjee] 169

10  Product line pricing
[Yuxin Chen] 216

11  The design and pricing of bundles: a review of normative guidelines and practical approaches
[R. Venkatesh and Vijay Mahajan] 232
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Pricing of national brands versus store brands: market power components, findings and research opportunities</td>
<td>258</td>
</tr>
<tr>
<td></td>
<td>Koen Pauwels and Shuba Srinivasan</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Trade promotions</td>
<td>283</td>
</tr>
<tr>
<td></td>
<td>Chakravarthi Narasimhan</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Competitive targeted pricing: perspectives from theoretical research</td>
<td>302</td>
</tr>
<tr>
<td></td>
<td>Z. John Zhang</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Pricing in marketing channels</td>
<td>319</td>
</tr>
<tr>
<td></td>
<td>K. Sudhir and Sumon Datta</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Nonlinear pricing</td>
<td>355</td>
</tr>
<tr>
<td></td>
<td>Raghuram Iyengar and Sunil Gupta</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Dynamic pricing</td>
<td>384</td>
</tr>
<tr>
<td></td>
<td>P.B. (Seethu) Seetharam</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Strategic pricing: an analysis of social influences</td>
<td>397</td>
</tr>
<tr>
<td></td>
<td>Wilfred Amaldoss and Sanjay Jain</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Online and name-your-own-price auctions: a literature review</td>
<td>419</td>
</tr>
<tr>
<td></td>
<td>Young-Hoon Park and Xin Wang</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Pricing under network effects</td>
<td>435</td>
</tr>
<tr>
<td></td>
<td>Hongju Liu and Pradeep K. Chintagunta</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Advance selling theory</td>
<td>451</td>
</tr>
<tr>
<td></td>
<td>Jinhong Xie and Steven M. Shugan</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Pricing and revenue management</td>
<td>477</td>
</tr>
<tr>
<td></td>
<td>Sheryl E. Kimes</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Pharmaceutical pricing</td>
<td>488</td>
</tr>
<tr>
<td></td>
<td>Samuel H. Kina and Marta Wosinska</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Pricing for nonprofit organizations</td>
<td>512</td>
</tr>
<tr>
<td></td>
<td>Yong Liu and Charles B. Weinberg</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Pricing in services</td>
<td>535</td>
</tr>
<tr>
<td></td>
<td>Stowe Shoemaker and Anna S. Mattila</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Strategic pricing response and optimization in operations management</td>
<td>557</td>
</tr>
<tr>
<td></td>
<td>Teck H. Ho and Xuanming Su</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Index</strong></td>
<td>581</td>
</tr>
</tbody>
</table>