Contents

List of contributors vii
Foreword xix
Acknowledgments xxi

Introduction 1
Vithala R. Rao

PART I  INTRODUCTION/FOUNDATIONS

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

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

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

4 Behavioral pricing 76
   Aradhna Krishna

5 Consumer search and pricing 91
   Brian T. Ratchford

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

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

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

PART II  PRICING DECISIONS AND MARKETING MIX

9 Strategic pricing of new products and services 169
   Rabikar Chatterjee

10 Product line pricing 216
    Yuxin Chen

11 The design and pricing of bundles: a review of normative guidelines and practical approaches 232
    R. Venkatesh and Vijay Mahajan
Contents

12 Pricing of national brands versus store brands: market power components, findings and research opportunities
Koen Pauwels and Shuba Srinivasan 258

13 Trade promotions
Chakravarthi Narasimhan 283

14 Competitive targeted pricing: perspectives from theoretical research
Z. John Zhang 302

15 Pricing in marketing channels
K. Sudhir and Sumon Datta 319

16 Nonlinear pricing
Raghuram Iyengar and Sunil Gupta 355

17 Dynamic pricing
P.B. (Seethu) Seetharaman 384

PART III SPECIAL TOPICS

18 Strategic pricing: an analysis of social influences
Wilfred Amaldoss and Sanjay Jain 397

19 Online and name-your-own-price auctions: a literature review
Young-Hoon Park and Xin Wang 419

20 Pricing under network effects
Hongju Liu and Pradeep K. Chintagunta 435

21 Advance selling theory
Jinhong Xie and Steven M. Shugan 451

22 Pricing and revenue management
Sheryl E. Kimes 477

23 Pharmaceutical pricing
Samuel H. Kina and Marta Wosinska 488

24 Pricing for nonprofit organizations
Yong Liu and Charles B. Weinberg 512

25 Pricing in services
Stowe Shoemaker and Anna S. Mattila 535

26 Strategic pricing response and optimization in operations management
Teck H. Ho and Xuanming Su 557

Index 581