Notes

Chapter 1

1. Bouter (2013).
2. Cizaire (2014).
3. Huefner and Largay (2008), p. 245.
4. Porter (1985), p. 11.
5. Motta (1996), p. 1B.
6. Hymowitz (2001), p. C-5.
7. Pfeffer (2010).
8. Pfeffer (2010), p. 34.
9. Mass (2005).
10. Ertimur, Livnat, and Martikainen (2003); Swaminathan and Weintrop (1991).
11. Ertimur, Livnat, and Martikainen (2003).
12. Sidel and Enrich (2007).
13. "Coca-Cola Enterprises Inc. Reports Strong Start to 2004" (2004).
14. Shell (2009), p. 158.
15. Ton (2008), p. 22.
16. Marn and Rosiello (1992), pp. 84–85.
17. Treacy (2003), pp. 4–5.
18. Treacy (2003), pp. 8–9.

Chapter 2

1. Cross (1997); Smith, Leimkuhler, and Darrow (1992).
2. Cross and Dixit (2005).
3. Kimes (2005a).
4. Kimes and Thompson (2004).
5. Kimes (2005b).
6. Biehn (2006).
7. Lieberman and Dieck (2002).
8. Kimes and Schruben (2002).
9. Billings, Diener, and Yuen (2003); Slager and Kapteijns (2003).
10. Freeland (2007).
11. Volpano and Bilotkach (2008).
12. Bain (2008).
13. Hawtin (2003).

14. Bain (2008), pp. 303–4.
15. Kuyumcu (2002).
16. Orkin (2003), pp. 172–4.
17. Karaesmen and Nakshin (2007).

Chapter 3

1. Kimes (2005a).
2. Kaplan et al. (1990), pp. 20–21.

Chapter 4

1. Phillips (2005), p. 25.
2. Buffalo Sabres (2014).
3. Holden and Burton (2008), pp. xviii–xix.
4. Holden and Burton (2008), pp. 51–55.
5. Marn and Rosiello (1992), p. 85.
6. An extensive discussion of price differentiation by customers can be found in Phillips (2005), Chapter 4.
7. Kapner (2014), pp. B1–B2.

Chapter 5

1. Kapner (2013), pp. B1, B4.
2. Holden and Burton (2008), p. 2.
3. Dudley and Rupp (2013), pp. 21–22.
4. Ng and Banjo (2014), pp. B1–B2.
5. Shell (2009), pp. 112–113.
6. Shell (2009), p. 113.
7. Mutzabaugh (2010), p. 2B.
8. Anderson (2010a), p. 3.
9. Anderson (2010a), Chapter 2.
10. Anderson (2010b).
11. Anderson (2010a), pp. 20–29.
12. Marn and Rosiello (1992), pp. 86–87.

Chapter 6

1. Kahneman, Knetsch, and Thaler (1986a).
2. Kahneman, Knetsch, and Thaler (1986a), p. S286.
3. Kahneman, Knetsch, and Thaler (1986a).

4. Kahneman, Knetsch, and Thaler (1986a), pp. S287–S288.
5. Kahneman, Knetsch, and Thaler (1986a), pp. S295–S297.
6. Güth, Schmittberger, and Schwarze (1982).
7. Many credit-card agreements preclude merchants from offering a different price for non-credit-card transactions, so such discounts are rarely seen.
8. Phillips (2005), p. 302.
9. He did ask us for documentation of when we signed up and how we knew of the discount. We understand that he subsequently complained to his travel agent, and did receive a discount voucher should he take another cruise.
10. Winer (1986); Kahneman, Knetsch, and Thaler (1986b).
11. McMahon-Beattie et al. (2002), pp. 31–32.
12. Anderson (2010b).
13. Phillips (2005).
14. Kahneman, Knetsch, and Thaler (1986b).
15. Bolton, Warlop, and Alba (2003).
16. Kimes and Wirtz (2003).
17. Shoemaker (2003).
18. Shoemaker (2003).

Chapter 7

1. Anthony and Reese (1996).
2. Kaplan et al. (1990).
3. Kaplan et al. (1990), p. 17.
4. Kaplan et al. (1990), pp. 17–18.
5. Kaplan et al. (1990), pp. 4–14.
6. Kaplan et al. (1990), p. 14.
7. Huefner (2014), pp. 20–21.
8. Banker, Potter, and Srinivasan (2005).
9. Shields and Shields (2005).
10. Marshall (1890).
11. Parkin, Powell, and Matthews (2002), p. 84.
12. Phillips (2005), p. 45.
13. Parkin, Powell, and Matthews (2002), pp. 77–79; Phillips (2005), p. 45.
14. Phillips (2005), p. 46.

Chapter 8

1. McNair and Vangermeersch (1998).
2. McNair and Vangermeersch (1998), pp. 226–234.
3. McNair and Vangermeersch (1998), pp. 114–122.

4. McNair and Vangermeersch (1998).
5. McNair and Vangermeersch (1998), p. 121.
6. Klammer (1996).
7. Klammer (1996), p. 15.
8. Klammer (1996), p. 44.
9. Klammer (1996), p. 43.
10. Huefner (2011).
11. Huefner and Largay (2013), p. 309.

Chapter 9

1. Goldratt and Cox (1992), p. 301.
2. Adapted from a case prepared by Professors Sanford C. Gunn and Philip R. Perry, School of Management, State University of New York at Buffalo. Used with permission.

Chapter 10

1. McNair and Vangermeersch (1998), p. 96.
2. McNair, Polutnik, and Silvi (2000), pp. 26–27.
3. McNair Polutnik, and Silvi (2000), p. 27.
4. The term comes from the gambling industry and designates what is needed to participate in the game. According to Wikipedia: *In business, table stakes also refer to the minimum entry requirement for a market or business arrangement. It can refer to pricing, cost models, technology, or other capabilities that represent a minimum requirement to have a credible competitive starting position in a market or other business arrangement. For example, if you want to be a wireless service provider, the table stakes are the basic features you need to have in order to be in that business to achieve foundation capability—network, handsets, a data service, a mail server, and the like. Beyond that, real competitive advantage comes from additional nimbleness and cost or product differentiation.*
5. Shell (2009).
6. Shell (2009), pp. 11–13.
7. Shell (2009), pp. 15–16.
8. Shell (2009), pp. 36–37.
9. Shell (2009), p. 162.
10. Holden and Burton (2008), pp. 76–78.
11. Holden and Burton (2008), p. 77.
12. Zeithaml (1988).
13. Dube and Shoemaker (1999).

14. Holden and Burton (2008), pp. 116–118.
15. Turbotax (2015).
16. Walt Disney World (2014). All prices are for ages 10 years and up; lower prices apply for children aged three to nine years.

Chapter 11

1. Holden and Burton (2008), pp. 9–10.
2. Cooper and Kaplan (1991), p. 134.
3. Kanthal.com (2010).
4. Kaplan (1989a).
5. Kaplan (1989a), p. 3.
6. Kaplan (1989a), p. 5.
7. Kaplan (1989b), pp. 1–2.
8. Cokins (2013).

Chapter 12

1. Treacy (2003), pp. 4–5.
2. Treacy (2003), pp. 16–17.
3. Talluri and Van Ryzin (2004).
4. Talluri and Van Ryzin (2004), p. 18.
5. Talluri and Van Ryzin (2004), p. 3.
6. Kimes (1989).
7. Côté, Marcotte, and Savard (2003).
8. Vinod (2005); El-Haber and El-Taha (2004).
9. Donnelly, James, and Binnion (2004).
10. Zeni (2003).
11. McCafferty (2004); Treacy (2003).

Chapter 13

1. Walsh (2011).
2. *The Economist* (2013); *The Economist Technology Quarterly* (2013).
3. Scheiber (2014).
4. *The Economist Technology Quarterly* (2013).
5. Financial Accounting Standards Board (2014).
6. Robert Crandall, quoted in Smith, Leimkuhler, and Darrow (1992), p. 31.
7. Cross (1997), cover.
8. Cross, Higbie, and Cross (2009), p. 56.

9. Cross, Higbie, and Cross (2009), p. 56.
10. Garrow et al. (2006).
11. Garrow and Ferguson (2008).
12. Garrow and Ferguson (2008), p. 226.
13. Anderson and Carroll (2007).