
Contents

<i>List of contributors</i>	vii
<i>Foreword</i>	xix
<i>Acknowledgments</i>	xxi
Introduction <i>Vithala R. Rao</i>	1
PART I INTRODUCTION/FOUNDATIONS	
1 Pricing objectives and strategies: a cross-country survey <i>Vithala R. Rao and Benjamin Kartono</i>	9
2 Willingness to pay: measurement and managerial implications <i>Kamel Jedidi and Sharan Jagpal</i>	37
3 Measurement of own- and cross-price effects <i>Qing Liu, Thomas Otter and Greg M. Allenby</i>	61
4 Behavioral pricing <i>Aradhna Krishna</i>	76
5 Consumer search and pricing <i>Brian T. Ratchford</i>	91
6 Structural models of pricing <i>Tat Chan, Vrinda Kadiyali and Ping Xiao</i>	108
7 Heuristics in numerical cognition: implications for pricing <i>Manoj Thomas and Vicki Morwitz</i>	132
8 Price cues and customer price knowledge <i>Eric T. Anderson and Duncan I. Simester</i>	150
PART II PRICING DECISIONS AND MARKETING MIX	
9 Strategic pricing of new products and services <i>Rabikar Chatterjee</i>	169
10 Product line pricing <i>Yuxin Chen</i>	216
11 The design and pricing of bundles: a review of normative guidelines and practical approaches <i>R. Venkatesh and Vijay Mahajan</i>	232

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