

Contents

<i>About the Author</i>	v
<i>Acknowledgments</i>	vii
Chapter 1: Introduction to Pricing	1
Part I: Theoretical and Analytical Foundations of Pricing	11
Chapter 2: Price, Revenue, and Profits: The Basics	13
Chapter 3: Effects of Price on Demand	27
Chapter 4: Developing a Demand Function with Surveys and Experiments	43
Chapter 5: Modeling Price Effects Using Point of Sales Data	61
Chapter 6: Psychological Foundations of Pricing	87
Part II: Considerations in Pricing Decisions by Firms	121
Chapter 7: The Pricing Environment	123

Chapter 8: Value-Based Strategies	141
Chapter 9: Cost Considerations in Pricing	167
Chapter 10: Pricing When Cost Varies Across Customers	195
Chapter 11: Competitive Considerations in Pricing	207
Part III: Pricing Strategy Applications	221
Chapter 12: Price Discrimination Strategy	223
Chapter 13: Product Bundling Strategies	243
Chapter 14: Establishing a Pricing Structure	253
Chapter 15: Dynamic Pricing Strategies	269
Chapter 16: Price Promotions	289
Chapter 17: Pricing Strategies in Physical Retail	309
Chapter 18: Retail Pricing on the Internet	329
Part IV: Concluding Comments	343
Chapter 19: Creating a Pricing Organization	345
<i>Index</i>	359