

1. Record Nr.	UNINA9910783290203321
Titolo	Behavioral pricing [[electronic resource] /] / Guest editors Hooman Estelani and Sarah Maxwell
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2004
ISBN	1-280-51450-7 9786610514502 1-84544-189-3
Descrizione fisica	1 online resource (97 p.)
Collana	Journal of Product & Brand Management. No. 6 ; ; Vol. 13
Altri autori (Persone)	EstelaniHooman MaxwellSarah
Disciplina	658.8/16
Soggetti	New products - Marketing Pricing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Abstracts & keywords; Introduction; Reference prices in retail advertisements; Consumer price knowledge in the German retail market; Price knowledge; Pricing dynamics in the online consumer electronics market; Capturing the effects of coupon promotions in scanner panel choice models; Iso-profit pricing for product lines; Internet currency
Sommario/riassunto	Price management is one of the most central and sensitive elements of the process of managing a successful brand. Even a small change in price can have a disproportionate change in profitability, thereby increasing the importance of accurate and scientific ways of determining optimal prices. Previously published in: Journal of Product & Brand Management, Volume 13, Number 6, 2004