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Nota di contenuto	ch. 1. Introduction -- ch. 2. Literature review -- ch. 3. Research issues and questions -- ch. 4. Research method : sample design -- ch. 5. Research method : pass-through estimation -- ch. 6. Research method : research design -- ch. 7. Data analysis and results -- ch. 8. Conclusions.
Sommario/riassunto	Originally published in 1996. This study looks at the impact of exchange rate fluctuation on the pricing practices of foreign industries that import into the United States market. It presents several studies of the pass-through behaviour of over 100 disaggregated commodity groups with bi-lateral exchange rates. The book presents analysis of specific competitors and their individual pricing responses to exchange rate changes, adding significantly to pricing theory as well as being useful for marketers in predicting business responses.