

1. Record Nr.	UNINA9910462440303321
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Titolo	Innovative pricing strategies to increase profits [[electronic resource] /] / Daniel Marburger
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2012
ISBN	1-283-89320-7 1-60649-382-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (154 p.)
Collana	Economics and finance collection, , 2163-7628
Disciplina	658.816
Soggetti	Pricing Open price system Internet auctions Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2012 digital library.
Nota di bibliografia	Includes bibliographical references (p. 133-136) and index.
Nota di contenuto	List of cases/firms/products -- Part I. If you could choose any price, what would it be? Fundamentals for the single price firm -- 1. Economics and the business manager -- 2. Consumer behavior: the law of demand and its effect on pricing -- 3. Understanding the price sensitivity of buyers -- 4. One perfect price: profit maximization for the single price firm -- Part II. Different strokes for different folks: charging more than one price for the same good -- 5. If you could read my mind: first-degree price discrimination strategies -- 6. Allowing buyers to self-select by willingness to pay: second-degree price discrimination strategies -- 7. Segmenting your market based on willingness to pay: third-degree price discrimination strategies -- Part III. How does my e-tailer know that I read comic books and cook with a wok? Pricing in the digital age -- 8. Dynamic pricing and e-commerce -- 9. Legal and ethical issues -- Table of strategies -- Notes -- References -- Index.
Sommario/riassunto	The practice of setting a single price that all buyers pay is slowly becoming a thing of the past. Today's marketplace requires firms to develop innovative pricing strategies to remain competitive. Is it better

to bundle goods or price them separately? What type of online auction will generate the most revenue? The purpose of this book is to use microeconomic theory to determine which pricing strategies will succeed, and under what conditions.

2. Record Nr.	UNISA996265349703316
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ISSN	2586-7296
Descrizione fisica	1 online resource
Soggetti	Cardiovascular Diseases - diagnostic imaging Echocardiography Periodical Fulltext Internet Resources. Periodicals.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed