

GRA 6420 Pricing Strategies: Measuring, Capturing and Retaining Value

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@article{Dolan, Robert J.1, title={How Do You Know When the Price is Right?}, volume={73},
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@book{Nagle_Hogan_Zale, address={Harlow}, edition={5th ed., New international ed},
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@article{Yadav_Monroe_1993, title={How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value}, volume={30}, DOI={10.2307/3172886}, number={3}, journal={Journal of Marketing Research}, author={Yadav, Manjit S. and Monroe, Kent B.}, year={1993}, month={Aug} }

@misc{During the course there may be hand-outs and other material on additional topics relevant for the course and the examination. }