

GRA 6420 Pricing Strategies: Measuring, Capturing and Retaining Value

[View Online](#)

1

Tellis, Gerard J.1. Beyond the Many Faces of Price: An Integration of Pricing Strategies. Journal of Marketing;**50**:146–60.<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=5000452&site=ehost-live>

2

Dolan, Robert J.1. How Do You Know When the Price is Right? Harvard Business Review;**73**:174–83.<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=9510041999&site=ehost-live>

3

Monroe, Kent B.1Zoltners, Andris A.2. Pricing the Product Line During Periods of Scarcity. Journal of Marketing;**43**:49–59.<http://search.ebscohost.com.ezproxy.library.bi.no/login.aspx?direct=true&db=bth&AN=4999994&site=ehost-live>

4

Thaler, Richard H. Mental Accounting and Consumer Choice. Marketing Science;**27**:15–25.<https://search-proquest-com.ezproxy.library.bi.no/docview/212257838/fulltext/CF64B051991D43EEPQ/1?accountid=142923>

5

Amos Tversky and Daniel Kahneman. Rational Choice and the Framing of Decisions. The Journal of Business 1986;**59**

.https://www.jstor.org/stable/2352759?seq=1#page_scan_tab_contents

6

Yadav MS, Monroe KB. How Buyers Perceive Savings in a Bundle Price: An Examination of a Bundle's Transaction Value. *Journal of Marketing Research* 1993;**30**. doi:10.2307/3172886

7

Monroe, Kent B Lee, Angela Y. Remembering versus knowing: Issues in buyers' processing of price information. *Academy of Marketing Science Journal*;**27**:207–25.<https://search-proquest-com.ezproxy.library.bi.no/docview/224885327?OpenUrlRefId=info:xri/sid:primo&accountid=142923>

8

van Oest, Rutger. Why are Consumers Less Loss Averse in Internal than External Reference Prices? *Journal of Retailing* 2013;**89**:62–71.<https://search.proquest.com/docview/1285326455?OpenUrlRefId=info:xri/sid:primo&accountid=142923>

9

Tridib Mazumdar, S. P. Raj and Indrajit Sinha. Reference Price Research: Review and Propositions. *Journal of Marketing* 2005;**69**:84–102.http://www.jstor.org.ezproxy.library.bi.no/stable/30166553?seq=1#page_scan_tab_contents

10

Leenheer J, van Heerde HJ, Bijmolt THA, et al. Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. *International Journal of Research in Marketing* 2007;**24**:31–47. doi:10.1016/j.ijresmar.2006.10.005

11

Dorotic M, Verhoef PC, Fok D, et al. Reward redemption effects in a loyalty program when

customers choose how much and when to redeem. International Journal of Research in Marketing 2014;**31**:339–55. doi:10.1016/j.ijresmar.2014.06.001

12

Ju-Young Kim, Martin Natter and Martin Spann. Pay What You Want: A New Participative Pricing Mechanism. Journal of Marketing 2009;**73**:44–58.http://www.jstor.org.ezproxy.library.bi.no/stable/20618997?seq=1#page_scan_tab_contents

13

Lan Xia, Kent B. Monroe and Jennifer L. Cox. The Price Is Unfair! A Conceptual Framework of Price Fairness Perceptions. Journal of Marketing 2004;**68**:1–15.http://www.jstor.org.ezproxy.library.bi.no/stable/30162012?seq=1#page_scan_tab_contents

14

Marco Bertini and Luc Wathieu. Attention Arousal through Price Partitioning. Marketing Science 2008;**27**:236–46.http://www.jstor.org.ezproxy.library.bi.no/stable/40057099?seq=1#page_scan_tab_contents

15

Solberg CA. Pricing decisions in international marketing. In: International marketing: strategy development and implementation. London: : Routledge 2017.

16

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

17

Nagle TT, Hogan JE, Zale J. The strategy and tactics of pricing: a guide to growing more profitably. 5th ed., New international ed. Harlow: : Pearson Education
<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=4658699>