

GRA 6420 Pricing Strategies: Measuring, Capturing and Retaining Value

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

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

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