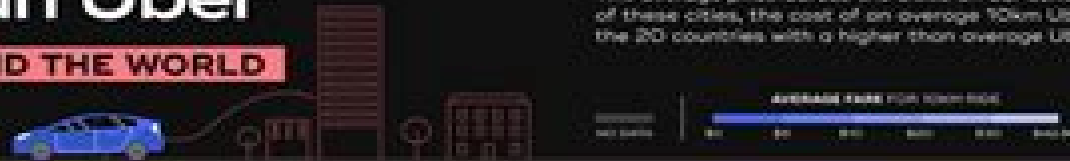


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## MIDDLE EAST & CENTRAL ASIA



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# Uber Price

**Utpal Dholakia**



## Uber Price:

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Dholakia,2019-06-23 Pricing holds the key to business success The greatest challenge in pricing is the human factor To price effectively customer psychology usually trumps rational microeconomic thinking How did Subway turn one accidentally discovered price promotion into a multi billion dollar success story How much knowledge of prices do customers really have Why do most people spend two months salary to buy an engagement ring Does Pay What You Want pricing really work How can you get your customers to trade up Why do Supreme t shirts sell for 1 500 or more Why do so many consumers hate Uber s surge pricing even though economists love it In Priced to Influence Sell Satisfy you will find answers to these and many more questions The book introduces the latest thinking about Psychological Pricing the science of designing effective pricing strategies using behavioral economics principles You will learn how customers search for evaluate share and use prices in their buying decisions how they participate in setting prices and what managers can do to understand and influence these processes Psychological pricing actions are levered Many of them require relatively small investments and produce disproportionately large returns to the business Virtual Competition Ariel Ezrachi,Maurice E. Stucke,2016-11-14 A

fascinating book about how platform internet companies Amazon Facebook and so on are changing the norms of economic competition Fast Company Shoppers with a bargain hunting impulse and internet access can find a universe of products at their fingertips But is there a dark side to internet commerce This thought provoking expos invites us to explore how sophisticated algorithms and data crunching are changing the nature of market competition and not always for the better Introducing into the policy lexicon terms such as algorithmic collusion behavioral discrimination and super platforms Ariel Ezrachi and Maurice E Stucke explore the resulting impact on competition our democratic ideals our wallets and our well being We owe the authors our deep gratitude for anticipating and explaining the consequences of living in a world in which black boxes collude and leave no trails behind They make it clear that in a world of big data and algorithmic pricing consumers are outgunned and antitrust laws are outdated especially in the United States Science A convincing argument that there can be a darker side to the growth of digital commerce The replacement of the invisible hand of competition by the digitized hand of internet commerce can give rise to anticompetitive behavior that the competition authorities are ill equipped to deal with Burton G Malkiel Wall Street Journal A convincing case for the need to rethink competition law to cope with algorithmic capitalism s potential for malfeasance John Naughton The Observer **Fundamentals of Antitrust Law**

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*Grammar of the German Language* Traugott Heinrich Weisse, 1888  
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