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Priced to Influence, Sell & Satisfy: Lessons from Behavioral Economics for Pricing Success Utpal

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.

Strategic Management John A. Parnell, 2013-01-15 Balancing theory with practice, this fully updated fourth edition of John A. Parnell's acclaimed text continues to provide detailed, accessible coverage of the strategic management field. Taking a global perspective, the text addresses concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. To help readers build their analytic skills as they master course concepts, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high-interest cases, largely drawn from *The Wall Street Journal* and *Financial Times*, illustrate the key role of strategic management in the United States and around the world. Ideal for the capstone strategic management course.

Strategic Management is appropriate for a range of undergraduate and graduate courses **Introduction to Information Systems** R. Kelly Rainer, Brad Prince, 2022 Introduction to Information Systems 9th Edition delivers an essential resource for undergraduate business majors seeking ways to harness information technology systems to succeed in their current or future jobs The book assists readers in developing a foundational understanding of information systems and technology and apply it to common business problems This International Adaptation covers applications of the latest technologies with the addition of new cases from Europe Middle East Africa Australia and Asia Pacific countries It focuses on global business environment for students to understand the norms of using technology while operating on online platforms for exploring new avenues in different geographical locations The book includes real business scenarios of how latest technologies such as Big Data Cloud Computing Blockchain and IoT are perceived and adopted across countries New cases highlight key technology issues faced by organizations such as designing and implementing IT security policies dealing with ethical dilemma of securing customer data moving IT infrastructure to cloud and identifying how AI can be used to improve the efficiency of business operations

Nomad Investment Letters to Shareholders Nick Sleep, Qais Zakaria, This book compiles the full unedited versions of every letter Nick Sleep and Qais Zakaria sent to Nomad Investment Partnership shareholders from 2001 to 2013 While most of the letters can be found online this book compiles them into a more easily readable format The collection is born out of a desire to offer the following benefits to the investment community Effortless Navigation Gone are the days of cumbersome PDFs or archived documents This clear optimized layout ensures a seamless reading experience on any e reader Preserving the Legacy These shareholder letters are more than just annual reports They chronicle the journey of Nomad Investment Partnership By compiling them in this permanent volume I want to ensure their preservation for future generations

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Michael Levy, Barton A. Weitz, 1998 Taking a strategic perspective this text covers developments in retailing and reflects the changing job market with the centralization of the buying function and limited jobs for buyers Topics covered include category management international sourcing decisions activity based costing quick response inventory systems and data based retailing There is a new chapter on electronic retailing and location and examples include international service retailers and small independent retailers *The Value Line Investment Survey* ,2006 Annual Editions: Marketing John E. Richardson, 2005 Provides access to articles selected from the best of the public press This work includes features such as an annotated listing of selected World Wide Web sites an annotated table of contents a topic guide a general introduction brief overviews for each section a topical index and an instructor s resource guide with testing materials **F & S Index United States Annual** ,2006 **Predicasts F & S Index United States** ,1993 A comprehensive index to company and industry information in business journals *Forbes* ,1997

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