

Handbook of Pricing Research in Marketing

Edited by

Vithala R. Rao

Cornell University, USA

Edward Elgar

Cheltenham, UK • Northampton, MA, USA

Contents

<i>List of contributors</i>	vii
<i>Foreword</i>	xix
<i>Acknowledgments</i>	xxi
Introduction	1
<i>Vithala R. Rao</i>	
PART I INTRODUCTION/FOUNDATIONS	
1 Pricing objectives and strategies: a cross-country survey	9
<i>Vithala R. Rao and Benjamin Kartono</i>	
2 Willingness to pay: measurement and managerial implications	37
<i>Kamel Jedidi and Sharan Jagpal</i>	
3 Measurement of own- and cross-price effects	61
<i>Qing Liu, Thomas Otter and Greg M. Allenby</i>	
4 Behavioral pricing	76
<i>Aradhna Krishna</i>	
5 Consumer search and pricing	91
<i>Brian T. Ratchford</i>	
6 Structural models of pricing	108
<i>Tat Chan, Vrinda Kadiyali and Ping Xiao</i>	
7 Heuristics in numerical cognition: implications for pricing	132
<i>Manoj Thomas and Vicki Morwitz</i>	
8 Price cues and customer price knowledge	150
<i>Eric T. Anderson and Duncan I. Simester</i>	
PART II PRICING DECISIONS AND MARKETING MIX	
9 Strategic pricing of new products and services	169
<i>Rabikar Chatterjee</i>	
10 Product line pricing	216
<i>Yuxin Chen</i>	
11 The design and pricing of bundles: a review of normative guidelines and practical approaches	232
<i>R. Venkatesh and Vijay Mahajan</i>	

vi *Contents*

12	Pricing of national brands versus store brands: market power components, findings and research opportunities <i>Koen Pauwels and Shuba Srinivasan</i>	258
13	Trade promotions <i>Chakravarthi Narasimhan</i>	283
14	Competitive targeted pricing: perspectives from theoretical research <i>Z. John Zhang</i>	302
15	Pricing in marketing channels <i>K. Sudhir and Sumon Datta</i>	319
16	Nonlinear pricing <i>Raghuram Iyengar and Sunil Gupta</i>	355
17	Dynamic pricing <i>P.B. (Seethu) Seetharaman</i>	384
PART III SPECIAL TOPICS		
18	Strategic pricing: an analysis of social influences <i>Wilfred Amaldoss and Sanjay Jain</i>	397
19	Online and name-your-own-price auctions: a literature review <i>Young-Hoon Park and Xin Wang</i>	419
20	Pricing under network effects <i>Hongju Liu and Pradeep K. Chintagunta</i>	435
21	Advance selling theory <i>Jinhong Xie and Steven M. Shugan</i>	451
22	Pricing and revenue management <i>Sheryl E. Kimes</i>	477
23	Pharmaceutical pricing <i>Samuel H. Kina and Marta Wosinska</i>	488
24	Pricing for nonprofit organizations <i>Yong Liu and Charles B. Weinberg</i>	512
25	Pricing in services <i>Stowe Shoemaker and Anna S. Mattila</i>	535
26	Strategic pricing response and optimization in operations management <i>Teck H. Ho and Xuanming Su</i>	557
	<i>Index</i>	581