Index

Titles of publications are in *italics*.

Abraham, M.M. 295, 335
access fee effect, nonlinear pricing 378–80
accruals 335
Acquisti, A. 310
Adams, W.J. 237
Adaval, R. 141
additivity, consumer reservation price 235
advance selling 451–75
  and buyer uncertainty 459–63
  factors affecting 463–7
  reasons for 454–9
  of services 541
  strategies 467–74
  use of new technology 452–4
advertising 101
  and brand loyalty 297–8
  and product line pricing 223
agent’s uncertainty, structural models 122–3
aggregate-level diffusion models 173–86, 191–3
Agrawal, D. 297–8
Ailawadi, K. 128, 267
Ainslie, A. 70
Allenby, G.M. 61–73, 368, 370, 376
Alter, A.L. 145
Amaldoss, W. 397–417
amazon.com 303, 314
AMP (average manufacturer price) 499
analog representations of numbers 136–9
anchoring in price cognition 140–42
Anderson, C. 229
Anderson, E.T. 150–64
Anderson, J.C. 37
Anderson, S.P. 244
Anheier, H.K. 512
Ansari, A. 253, 255, 519
Apelbaum, E. 266, 269
Arbel, A. 480
arbitrage
  effect of new technology 453
  pharmaceutical industry 506–7
Arentze, T. 102
Ariely, D. 39, 104, 422, 425, 429
Armstrong, M. 365, 443
Armstrong, M.K. 287, 331
Arora, N. 70, 89
Arrow, K.J. 207
Ashcraft, M.H. 135
associative processes in cognitive arithmetic 135–6
Assunção, J.L. 560
AT&T 302, 303–4
auction-based WTP measurement 47–51
auction fever 427–8
auctions 419–32
  name-your-own-price 419, 430–32
  online auctions 419, 421–30
availability heuristic in price cognition 144–6
average manufacturer price (AMP) 499
average wholesale price (AWP) 499
Aviv, Y. 572
Avlonitis, G.J. 12, 13
AWP (average wholesale price) 499
Bagwell, K. 101, 159
Bagwell, L. 399
Bajari, P. 128, 421, 422
Bakos, Y. 103, 104, 240, 244
Balachander, S. 177–8, 190, 224, 399
balance model approach to bundling 249, 252
Baldauf, A. 198–9, 205
Balistreri, E.C. 51
Banerjee, A. 399
Banerji, S. 266
Bass, F.M. 173, 174–5, 179–80, 184, 185, 192, 196–7, 202, 204–5
Basu, K. 141, 399
Basuroy, S. 332
Baye, M. 96, 103
Bayesian analysis 64
  and data pooling 69–71
Bayus, B.L. 179–81, 191–2, 225, 227
BDM method, WTP measurement 49
Bearden, W. 398
Becker, G. 398–9
Beggs, A. 388
behavior-based targeted pricing 310
behavioral pricing 76–89
Bell, D.R. 68, 563
Belloba, P.P. 478–9
Bensaid, B. 438, 440
Bergemann, D. 199–201, 208
Bergen, M. 227

581
Berkowitz, E.N. 81
Bernheim, B. 399
Bernheim, D. 399
Berry, S. 390
Berto Villas-Boas, S. 349
Bertrand model 569
Besanko, D. 109, 114–27, 177–9, 188–9, 287–8, 328, 332, 333, 350, 572
best price policies 160
Bewley, T. 12
Bhattacharya, J. 493
bidder behaviour, online auctions 426–8
bilateral monopoly model 321–6
billbacks 335
Bishop, R. 43
Biswas, A. 87
Biyalogorsky, E. 456
Blattberg, R.C. 224, 285, 294, 295, 331, 335, 561
Blinder, A.S. 12
Bloom, P. 339, 553
Boatwright, P. 134, 141, 426–7
Bonnet, C. 349
Borle, S. 425
Bradlow, E.T. 44, 70, 252, 422, 425, 428
brand equity 349–50
brand loyalty, effect on advertising and promotions 297–8
brand name drugs 492–3
brand perceptions and consumer search 93
brand switching patterns as drivers of margin premium 275
Brander, J.A. 227
Bresnahan, T.F. 124–5
Briesch, R. 87
Brooks, A.C. 514
Brown, J. 103
Bruce, N. 335
Brynjolfsson, E. 103, 240, 244
Bucklin, R.E. 87
Bulow, J.I. 571
Bultez, A.V. 174–5, 184
bundle design and pricing 232–56
design-oriented approaches 249–53
normative guidelines 235–48
pricing approaches 253–5
services 544–5
and willingness to pay 52–3
Burtless, G. 367, 370
business process outsourcing, service pricing 549
business-to-business transaction, nonlinear pricing 356
Busse, M. 153–4, 331, 333
buy price, online auctions 423–5
buyers
buyer consumption state, and advance selling 459
buyer risk aversion and advance selling 467
buyer uncertainty and advance selling 456–63
see also consumers; customers
Cabral, L.M.B. 437, 438
Cameron, T.A. 42
Campbell, M.C. 79
cancellation refunds 465–6
Canetti, E. 228
cannibalization effect 39, 218
capacity constraints and advance selling 464–5
capacity utilization as driver for advance selling 455–6
Carbajo, J. 243
Carlson, J. 95, 99, 105
category characteristics as driver of price premium 271
category expansion as driver of margin premium 275
Caves, R. 494
ceiling reservation price 40
Chan, T. 108–29, 390
Chan, T.Y. 424, 427, 429
channel structure 342–5
channels, pharmaceutical industry 498–504
Chao, L.W. 505, 506
chargeback 499
Chatterjee, R. 169–212
Che, H. 109, 129, 349, 389, 390
Chen, F. 337
Chen, Y. 216–29, 309, 310, 311, 316
Chen, Y.-M. 175–7, 185–6
Chen, Z. 341
Chernev, A. 430
Chevalier, A.J. 332
Chevalier, M. 287
Chiang, J. 68
Chiang, W.K. 344
Childers, T. 398
Chintagunta, P.K. 68, 72, 109, 122, 199–201, 207, 388–9, 435–49, 507
Cho, E.K. 160, 163
Choi, S.C. 343
choice and consumption decision 370–71
choice-based conjoint analysis, WTP measurement 44–6
choice experiment-based approach to bundle pricing 255
Chu, C.H. 110
Chu, J. 350
Chung, J. 252
<table>
<thead>
<tr>
<th>Index</th>
<th>583</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clay, K.</td>
<td>372</td>
</tr>
<tr>
<td>closed-loop equilibria</td>
<td>195, 205, 387</td>
</tr>
<tr>
<td>clustering, and price searching</td>
<td>102</td>
</tr>
<tr>
<td>Coase, R.H.</td>
<td>437–8, 571</td>
</tr>
<tr>
<td>co-branding approach to bundling</td>
<td>252–3</td>
</tr>
<tr>
<td>Cobb–Douglas utility function</td>
<td>67</td>
</tr>
<tr>
<td>cognitive miserliness</td>
<td>141–2</td>
</tr>
<tr>
<td>Cole, C.</td>
<td>266</td>
</tr>
<tr>
<td>collaborators, pharmaceutical industry</td>
<td>497–8</td>
</tr>
<tr>
<td>companies, pharmaceutical industry</td>
<td>490–92</td>
</tr>
<tr>
<td>Competition and advance selling</td>
<td>467</td>
</tr>
<tr>
<td>and bundling</td>
<td>243–4</td>
</tr>
<tr>
<td>and network effects</td>
<td>438–9</td>
</tr>
<tr>
<td>and new product pricing</td>
<td>194–209</td>
</tr>
<tr>
<td>and nonlinear pricing</td>
<td>358</td>
</tr>
<tr>
<td>between nonprofit organizations</td>
<td>528–9</td>
</tr>
<tr>
<td>and nonlinear pricing</td>
<td>522–4</td>
</tr>
<tr>
<td>in online auctions</td>
<td>428–30</td>
</tr>
<tr>
<td>pharmaceutical industry</td>
<td>492–5</td>
</tr>
<tr>
<td>and price cues</td>
<td>163–4</td>
</tr>
<tr>
<td>and product line pricing</td>
<td>221–3</td>
</tr>
<tr>
<td>and service pricing</td>
<td>545–6</td>
</tr>
<tr>
<td>competitive pricing</td>
<td>481</td>
</tr>
<tr>
<td>competitive targeted pricing, see targeted pricing</td>
<td></td>
</tr>
<tr>
<td>complementarity, reservation prices</td>
<td>241–2</td>
</tr>
<tr>
<td>complex service pricing</td>
<td>549–50</td>
</tr>
<tr>
<td>computational ease, effect on price cognition</td>
<td>145–6</td>
</tr>
<tr>
<td>conspicuous consumption model</td>
<td>397–8, 400–415</td>
</tr>
<tr>
<td>consumer search and pricing</td>
<td>91–105</td>
</tr>
<tr>
<td>information sources</td>
<td>100–104</td>
</tr>
<tr>
<td>Internet searching</td>
<td>102–4</td>
</tr>
<tr>
<td>models</td>
<td>92–4</td>
</tr>
<tr>
<td>pharmaceutical products</td>
<td>496–7</td>
</tr>
<tr>
<td>consumer self-selection and product line pricing</td>
<td>219–21</td>
</tr>
<tr>
<td>consumer surplus, nonprofit organizations</td>
<td>531</td>
</tr>
<tr>
<td>consumers expectations and network effects</td>
<td>436, 440</td>
</tr>
<tr>
<td>influences, service pricing</td>
<td>540–43</td>
</tr>
<tr>
<td>objective function</td>
<td>117</td>
</tr>
<tr>
<td>preferences</td>
<td>115–16</td>
</tr>
<tr>
<td>rational expectations</td>
<td>572</td>
</tr>
<tr>
<td>reference prices, see reference prices</td>
<td></td>
</tr>
<tr>
<td>reservation prices, see reservation prices</td>
<td></td>
</tr>
<tr>
<td>searching, see consumer search and pricing</td>
<td></td>
</tr>
<tr>
<td>social influences</td>
<td>397–9</td>
</tr>
<tr>
<td>and store brands</td>
<td>259–60, 263</td>
</tr>
<tr>
<td>taste and nonprofit organizations</td>
<td>530–31</td>
</tr>
<tr>
<td>uncertainty</td>
<td>119</td>
</tr>
<tr>
<td>see also buyers; consumers</td>
<td></td>
</tr>
<tr>
<td>consumption uncertainty</td>
<td>377</td>
</tr>
<tr>
<td>context, pharmaceutical industry</td>
<td>504–7</td>
</tr>
<tr>
<td>context effect, product line pricing</td>
<td>219</td>
</tr>
<tr>
<td>contextual pricing, services</td>
<td>544</td>
</tr>
<tr>
<td>contingent valuation methods</td>
<td></td>
</tr>
<tr>
<td>compared with choice-based conjoint analysis</td>
<td>46</td>
</tr>
<tr>
<td>WTP measurement</td>
<td>42–4</td>
</tr>
<tr>
<td>Cooper, R.G.</td>
<td>137</td>
</tr>
<tr>
<td>Corbett, C.J.</td>
<td>343</td>
</tr>
<tr>
<td>Corneo, G.</td>
<td>399</td>
</tr>
<tr>
<td>Cornille, D.</td>
<td>12</td>
</tr>
<tr>
<td>correlation in reservation prices</td>
<td>235, 240–41</td>
</tr>
<tr>
<td>Corsjtens, M.</td>
<td>275</td>
</tr>
<tr>
<td>Corts, R.</td>
<td>307</td>
</tr>
<tr>
<td>cost interdependence and product line pricing</td>
<td>218, 223–4</td>
</tr>
<tr>
<td>cost-based pricing</td>
<td></td>
</tr>
<tr>
<td>nonprofit organizations</td>
<td>517</td>
</tr>
<tr>
<td>services</td>
<td>543</td>
</tr>
<tr>
<td>cost-plus pricing</td>
<td>26–9</td>
</tr>
<tr>
<td>costs and nonlinear pricing</td>
<td>358</td>
</tr>
<tr>
<td>Cotterill, R.W.</td>
<td>267</td>
</tr>
<tr>
<td>Coulter, K.S.</td>
<td>143</td>
</tr>
<tr>
<td>Coulter, R.A.</td>
<td>143</td>
</tr>
<tr>
<td>Cournot model</td>
<td>569</td>
</tr>
<tr>
<td>Crawford, G.S.</td>
<td>497</td>
</tr>
<tr>
<td>Crosbie, P.</td>
<td>198–9, 206</td>
</tr>
<tr>
<td>cross pass-through</td>
<td>330, 333</td>
</tr>
<tr>
<td>cross-price effects measurements</td>
<td>61–73</td>
</tr>
<tr>
<td>Cui, T.H.</td>
<td>228</td>
</tr>
<tr>
<td>Curhan, R.C.</td>
<td>287, 295</td>
</tr>
<tr>
<td>customers expectations of future prices</td>
<td>188–91</td>
</tr>
<tr>
<td>pharmaceutical industry</td>
<td>495–7</td>
</tr>
<tr>
<td>price knowledge</td>
<td>152–3, 160–61</td>
</tr>
<tr>
<td>reaction to revenue management pricing</td>
<td>482–4</td>
</tr>
<tr>
<td>see also buyers; consumers</td>
<td></td>
</tr>
<tr>
<td>D’Aspremont, C.</td>
<td>315</td>
</tr>
<tr>
<td>Da Silva, S.</td>
<td>378</td>
</tr>
<tr>
<td>Dada, M.</td>
<td>564–6</td>
</tr>
<tr>
<td>Dahlby, B.</td>
<td>97, 98</td>
</tr>
<tr>
<td>Dana, J.D.</td>
<td>454, 455, 567–8, 568</td>
</tr>
<tr>
<td>Danaher, P.J.</td>
<td>228, 368, 378</td>
</tr>
<tr>
<td>Danzon, P.</td>
<td>505, 506</td>
</tr>
<tr>
<td>data pooling</td>
<td>69–73</td>
</tr>
</tbody>
</table>
Index

Datta, S. 319–51
dead characteristics 81, 85
Dean, J. 169–70
decentralization and vertical integration 342–4
decision frames 543–4
decreasing block tariffs 356
Dehaene, S. 137, 138, 139, 143
Deleersnyder, B. 267
demand, effect of prices 400–403
demand dynamics 384–91
econometric models 385–6, 389–91
pricing implications 385, 387–9
demand interdependence of products 218, 219–21
DemandTec 70
Deneckere, R. 568
Desai, P.S. 222, 224, 339, 343–4
descriptive models of channels 348–9
design-oriented approaches to bundling 248–53
Desiraju, R. 72, 224, 327, 328, 455–6, 507
Deutsche Bahn, nonlinear pricing 362–3
Dhebar, A. 179–80, 190, 439, 440, 441
Dholakia, U.M. 427, 429
Diamantopoulos, A. 13
Dickson, P. 99, 152
diffusion models, aggregate 173–86
digit pattern representativeness 143–4
DiMasi, J.A. 490
Ding, M. 51, 431
direct network effects 435
discount advance selling 471–2
discrete choice models 68
distributor-owned brands, see store brands
Dockner, E.J. 196–7, 198–9, 203–4, 205, 206
Doganoglu, T. 443
Dolan, R.J. 174–5, 183
donations, nonprofit organizations 530
Dossche, M. 12
double-bounded dichotomous choice questions 43
Draganska, M. 110, 226, 227
Drèze, X. 153
drivers
for advance selling 454–9
of effective trade promotions 295–6
of margin premium 274–6
of price premium 269–72, 277–8
of volume premium 272–3
dual entitlement principle 483
Dubé, J.-P. 69
Dubin, J.A. 367, 370
Dubois, P. 349
Dukes, A.J. 341
duopoly model, nonprofit price reaction 524–5
duration, online auctions 425–6
Dutch auctions 47
dynamic bidding, online auctions 428
dynamic price effects 73
dynamic pricing 384–91, 437–40
models 117, 129, 389–91, 558, 569–73
new products 169–70
dynamic programming models, revenue management 480
Eaton, J. 227
eBay 419
Eckstein, Z. 94
econometric estimation of structural models 123–6
econometric models of dynamic pricing 385–6, 389–91
economic models for pricing 62–9
economic ordering quantity (EOQ) model 557, 558–63
Economics of Welfare (A.C. Pigou) 302
economies of scale and network effects 444
Ehrlich, I. 97, 101
Ekelund, M. 505, 506
elaboration likelihood model (ELM) 154
Eliashberg, J. 195–7, 202
Ellis, K. 275
Ellison, G. 164
Ellison, S.F. 164, 502
Elser, R. 163
emotion as driver of price premium 270–71
emotional effect, online auctions reserve prices 422
employee pricing promotions 153–4
EMSR (expert marginal seat model) 478–9
endogenous choice and consumption decisions 370–71
Englich, B. 140
English auction 48
EOQ inventory models 557, 558–63
equilibrium price dispersion 95
equilibrium strategies in competitive situations 195
Erdem, T. 94, 99, 267
Essegayer, S. 364
Etzel, M. 398
Evans, D. 515
expectations, analysis of 414–15
experience curve pricing 171
experimental auctions and WTP measurement 47–51
expert judgment, new product pricing 210–11
expert marginal seat model (EMSR) 478–9
external reference prices 87

Fader, P.S. 454
fair pricing, nonprofit organizations 517
fairness, service pricing 552
familiarity and revenue management pricing 484
Farquhar, P.H. 248, 252
Farrell, J. 443
Feinberg, F. 79, 314
Fennell, G. 61
field experimentation for new product pricing 210
firms
  objective function 117, 119
  see also manufacturers; retailers
first-price, sealed-bid auction 47–8
Fisher, L. 97, 101
fixed cost effect, nonprofit organizations 527–8
flat fee bias 377–8
floor reservation price 40
fluency and willingness to pay 145
font size, effect on price cognition 143
Ford, G. 100
formulary rebate 503
Fox, E. 99, 104
framing
  price differences 484
  and service pricing 552
Frank, R.G. 494
Frederick, S. 134, 143
frictional costs, NYOP auctions 430–31
Fructher, G. 198–9, 206, 313
Frykblom, P. 51
Fudenberg, D. 310
functional value, services 543
Furukawa, M. 506

Gabor, A. 152
Gabszewicz, J. 196–7, 203, 438
Gale, I.L. 454, 455
Gallego, G. 480, 569–70
Gallet, C.A. 43
Gallistel, C.R. 138
game-theoretic model of channels 321–6
Ganslandt, M. 506
Gapinski, J. 514
Garbarino, E. 103
Garcia, F. 438
Gasmi, F. 121
Gaundersdorfer, A. 198–9, 205
Gauri, D. 99, 104
GBM (generalized Bass model) 185
generalized Bass model (GBM) 185
generalized method of moments (GMM) 124
generic pharmaceutical products 493–5
Geng, X. 475
Gerstner, E. 102, 160, 223–4, 297, 331, 456, 466
Geyskens, I. 279
GGW approach, conjoint analysis 249
Gieseke, R. 99
Gilbert, R.J. 344
Gilovich, T. 142
Ginsberg, J.M. 553
Ginter, J.L. 70
GMM (generalized method of moments) 124
Godes, D. 399
Goettler, R.L. 372
Goldberg, S. 249
Goldfarb, A. 349
Gomez, M.I. 297, 335
Goolsbee, A. 103
Gourville, J.T. 77, 226, 256
Grabowski, H.G. 494
Granger, C.W.J. 152
Greenleaf, E.A. 389, 422, 423
Grewal, D. 87
Gruca, T.S. 11, 12, 13, 170
Grzybowski, L. 443
Guadagni, P.M. 153
Gultinan, J.P. 241
Gupta, S. 355–81

Ha, A.Y. 577
Hall, R. 10, 367
Hann, I.-H. 430–31
Hansen, K. 267
Hansmann, H. 521
Hanson, W. 253
Hardesty, D.M. 423
Hardie, B.G.S. 88
Hardy, K.G. 295
Harlam, B. 267
Hartmann, W. 350
Hassin, R. 575
Hastings, J.S. 344
Hatch–Waxman Act 493
Hauser, J.R. 39
Hausman, J. 367, 370
hazard models of consumer search 93–4
healthcare pricing 549
Heberlein, T.A. 43
Heide, J.B. 295–6
Henderson, T. 89
herd behavior 399
  online auctions 429
Hess, J.D. 102, 160, 223–4, 297, 331
heterogeneity, services 539–40
heuristics
  in numerical cognition 132–47
  in price cognition 139–46
Heyman, J.E. 427
Hitch, C. 10
Ho, T.H. 557–79
Hoch, S. 99, 104, 258, 266, 272, 273, 277
Holmes, T.J. 454, 455
Hong, H. 98
Hooley, G. 11
horizontal product differentiation 217, 225–8
Horsky, D. 99, 177–8, 187–8
Hortaçsu, 128, 421, 422
household panel data and WTP measurement 40
Huang, H.-Z. 175–6, 186
Hurter, A. 315
hybrid categorical conjoint analysis for bundling 249
identification, structural pricing models 125
IIA (independence of irrelevant alternative) constraints 65–6
imagery as driver of price premium 270–71
incentive-compatible methods, WTP measurement 49, 51–2
increasing block tariffs 356
independence of irrelevant alternative (IIA) constraints 65–6
indifference reservation price 40
indirect network effects 435, 441–3
Indounas, K.A. 12, 13
information asymmetry 119–20
  effect on pass-through 333
information processing fluency, and willingness to pay 145
information role of price cues 157–60
information sources 100–104
Ingene, C.A. 337
Inman, J.J. 153, 154
innovation as driver of price premium 270
installment billing and price cues 161–2
instruments, structural pricing models 124–5
insurance and pharmaceutical pricing 489, 495–6, 500
intangibility, services 537
integrated modeling framework, nonlinear pricing 374–7
internal reference prices 87
international price variation, pharmaceuticals 506–7
Internet auctions 419–32
Internet price searching 102–4
Internet selling and partial integration 344
Internet shopping agents (ISAs) 103
Israelevich, G. 340, 350
Iyengar, R. 110, 228, 355–81
Iyer, G. 96, 103, 336, 338, 342, 343
Jacobs, P. 514
Jagpal, S. 37–59
Jain, D. 110, 175–7, 185–6, 226, 227
Jain, S. 397–417
James, E. 516, 518
James, M.D. 42
Jeanne, O. 399
Jedidi, K. 37–59, 255
Jensen, S. 366
Jobber, D. 11
Jorgensen, S. 196–7, 203–4
Joshi, A. 273
Judd, K.L. 179–81, 190
judgement and decision-making (JDM) 134
judgment-based approach, new product pricing 210–11
Kadiyali, V. 108–29, 227, 228, 349
Kahneman, D. 132, 134, 140, 142, 143, 144, 483
Kalish, S. 174–5, 175–7, 183, 184, 187
Kalra, A. 199–201, 208
Kalwani, M.U. 88
Kalyanaram, G. 87
Kamakura, W. 238, 241
Kamins, M.A. 426
Karmarkar, U.S. 343
Karni, E. 399
Kartono, B. 9–35
Kashyap, A.K. 228
Katz, M.L. 222, 438–9
Keane, M. 99
Kekre, S. 225
Kim, J. 67
Kim, S.Y. 292, 340
Kimes, S.E. 477–85, 541
Kina, S.H. 488–509
Kirby, P.N. 77
Klein, L. 100
Klepper, P. 388, 443
Knudsen, N.C. 576
Kohli, R. 39
Kopalle, P. 73, 244, 389
Kopp, R.J. 295
Kornish, L.J. 181–2, 193
Kremer, M. 507
Kridel, D.J. 378
lack of pricing knowledge, consumers 540–41
Ladany, S.P. 480
Lakdawalla, D. 514, 519
Lakhami, C. 174, 183, 444
Lal, R. 103, 275, 290, 292, 330, 333, 335
Lambrecht, A. 110, 368, 369, 372, 378
Lancaster, K. 225
Lanzillotti 10, 12
Lariviere, M.A. 339
Lattin, J.M. 87
leader pricing 33–4
learning and non-linear pricing 371–3
learning by doing 444
Leclerc, F. 553
Lederer, P. 315, 577
Lee, A.Y. 152
Lee, E. 327
Lee, T. 44
legal profession, service pricing 550
Leibenstein, H. 398, 436
Lenk, P.J. 70
Leruth, L. 244
Leslie, P. 111
Lesne, J.P. 438, 440
Levin, A. 294, 335
Levin, D. 399
Lewis, R.C. 551
Li, L. 577
Lien, S.M. 12
limited capacity and advance selling 464
Lin, Y. 223
linear programming methods, revenue management 479
linear wholesale prices 335–6
Lippman, S.A. 576
List, J.A. 43
Little, J.D.C. 87, 153
Littlewood, K. 478
Liu, H. 435–49
Liu, P. 425
Liu, Q. 61–73
Liu, Y. 309, 512–32
location-specific pricing 306–7
Lodish, L.M. 258, 266, 277, 295, 335
Lu, Z.J. 171, 492
Lusk, J.L. 51
Lynch, J. 104
Mahajan, V. 39, 232–56
Mahi, H. 339
management decisions
new product pricing 210–11
nonlinear pricing 358–63
price cues 163–4
price knowledge 164
Manfrim, G. 378
manufacturer initiated price discrimination 127
manufacturer Stackelberg (MS) game 121
manufacturers
incentives for trade promotions 291–3
objective function 117
and price regulation, pharmaceutical industry 505–6
and store brands 259, 263–4, 276
margin premium 261, 273–6
marginal costs
and advance selling 463–4
and bundling pricing 237–40
marginal price effect, nonlinear pricing 378–80
market expansion effect 39
market mavens 100–101
marketing channels and pricing 319–51
Markov chain Monte Carlo (MCMC) estimation 65
Martin, R.K. 253
Martinez-Giralt, X. 227
Maskin, E. 447
Maskus, K. 506
Mason, R. 438
Masuda, Y. 365
Mathews, B. 13
Mathwick, C. 552–3
Mattila, A.S. 535–54
Mayzlin, D. 399
McAfee, R. 95, 105
McAlister, L. 153, 248, 288, 333
McCready, D. 517, 519
McFadden, D.L. 367, 370
McGuire, P. 390
McGuire, T.W. 321
MCI, competition from AT&T 302, 303–4
McManus, B. 111
McMillan, R. 227
me-too drugs 492
Medicaid 495, 505
Mehler, J. 143
Mehta, R. 99–100
Mela, C.F. 426
Mendelson, H. 576, 577
Menon, G. 138
Messler, P. 101–2, 293
meta-analysis of price presentation effects 79–87
Meyer, R.J. 560
Meza, S. 288, 332, 335, 349
minimum price, online auctions 421–3
Mira, E.J. 120, 368, 370–71
Mishra, H. 145
mixed bundling 232
mixed integer linear programming approach to bundle pricing 253
mixed strategy model, consumer search 96
moderating role of price knowledge 160–61
modularity pricing 548–9
Moe, W.W. 454
monopoly settings
and network effects 437–8
new product pricing 171–94
nonlinear pricing 363–5
Monroe, K. 141, 152, 219, 256
Montgomery, A. 67, 70
Moorthy, K.S. 177–8, 190, 220
Moorthy, S. 93, 290–91, 327, 329, 330, 333, 336, 343
Morgan, J. 96, 103
Morwitz, V.G. 77, 132–47
multi-tier store brands 271–2, 279
multinomial logit (MNL) model 46
multiple equilibria 436
multiple pricing 482–4
multiple selling of limited capacities 456
Murry, J.P. 295–6
Murthi, B. 99
Mussa, M. 220
Mussweiler, T. 140
Nair, H. 129, 350
name-your-own-price auctions 419–21, 430–32
Naoor, P. 574–5
Narasimhan, C. 96, 101–2, 128, 177–8, 189, 223, 283–300, 330, 362
Narayanan, S. 111, 369, 372–3
national brands and store brands 258–79
Natter, M. 64
Neale, M.A. 140
negotiation, revenue management 482
Nerlove, M. 207
Netlin, S.A. 285, 295, 296
Netessine, S. 224, 229
network effects in pricing strategies 435–49
Neven, D.J. 227
new customers, price promotions 158–9
new product pricing 169–212
newsvendor models 557, 563–9
9-digit price endings 77, 158
Noble, P.M. 11, 12, 13, 170
nondurable goods
models 187, 203, 206–8
network effects 439–40
nonlinear pricing 355–81, 440–41
and willingness to pay 53
nonlinear utility functions 69
nonprofit organizations 512–32
characteristics 513–18
and competition 522–4, 528–9
pricing models 518–22
pricing practice 516–18
nontraditional pricing schemes 212
non-verbal processing of numbers 136–9
Noone, B.M. 484
Northcraft, G.B. 140
nth-price, sealed-bid auction 48–9
numeric priming 141–2
numerical cognition
heuristics in 132–47
and pricing 134–9
Nunes, J.C. 134, 141, 368, 372, 426–7
NYOP (name-your-own-price) auctions
419–21, 430–32
objective functions, structural models 117–19
Ockenfels, A. 425
Oi, W.Y. 363
oligopoly settings, nonlinear pricing 365–6
one-stop shopping 101–2
online auctions 419–32
online chats and product knowledge transmission 399
open-loop equilibria 195
open-loop pricing equilibrium 387
operations management, strategic pricing response 557–79
Oppenheimer, D.M. 145
ordinal restrictions 64
Oren, S.S. 179–80, 190, 439, 440, 441
Orhun, A.Y. 229
Ottmeyer, G.K. 158
Oster, S. 516
Otte, T. 61–73
overbooking 456
own labels, see store brands
own-price effects measurements 61–73
Padmanabhan, V. 179–80, 192, 196–7, 202, 339
Pakes, A. 390
Pan, X. 98
Pancras, J. 111, 350
parity pricing 30–31
Index

Park, R.E. 367, 378
Park, Y.-H. 52, 419–32
Parry, M.E. 337
partial integration, channel design 344
partitioned prices 77
pass-through 287–9, 319–20, 326–35
patents, pharmaceutical industry 489, 491–2
Pauwels, K. 258–79
pay-for-performance pricing 546, 548
Pazgal, A. 96, 103, 572
Peck, J. 568
penetration pricing 170–71, 437–8
pennies-a-day strategy 553
perceived fairness
  revenue management pricing 482–4
  service pricing 541
perceived quality as driver of price premium 269–70
perceived value pricing 29–30
performance-based pricing, services 546, 548
perishability of services 537, 539
Persson, B. 505, 506
Pesendofer, W. 399
Petroshius, S.M. 219
Petruzzi, N.C. 564–6, 567–8
pharmaceutical pricing 488–509
  channels 498–504
  collaborators 497–8
  companies 490–92
  competitors 492–5
  context 504–7
  customers 495–7
pharmacies, role in pharmaceutical industry 498
pharmacy benefit managers (PBM) 499–500, 502–4
Philipson, T. 514, 519
physicians, role in pharmaceutical pricing 497–8
Pigou, A.C. 302
point of marginal cheapness (PMC) 551
point of marginal expensiveness (PME) 551
policy analysis
  structural pricing models 127–8
  within a channel setting 349–50
pooling, data 69–73
Porter, R. 125
Pratt, J. 97
prediction models using consumer reference
  prices 87–8
preferred price gap 276–7
premium advance selling 472–4
premium pricing 32–3
presentation effects 79–87
price as signal of quality 190–91
price bundling, see bundle design and pricing
price ceilings, pharmaceutical industry 504
price cognition 132–3
  heuristics in 139–46
  model 139
price-consumption simultaneity 366–70
price cues
  adverse effects 161–2
  as competitive tool 163–4
  effectiveness 153–6
  as information 157–60
price discrimination
  as driver for advance selling 454–5
  and nonlinear pricing 356–7, 378–80
  nonprofit organizations 517–18, 530
price dispersion 91, 94–8
price effects measurement 61–73
price elasticity and nonlinear pricing 378
price endings 77, 158
price fairness 79
price gap preferences 276–7
price guarantees 159–60
price incentives, trade promotions 283–300
price knowledge 152–3, 160–61
price-matching policies 159–60
price premium of national brands 260, 265–72
  drivers of price premium 269–72
price presentation effects 79–87
price promotions
  as driver of price premium 271
  for employees 153–4
  for new customers 158–9
price regulation, pharmaceutical industry 504–6
price sensitivity measurement, services 550–51
price-setting interactions, modeling 121
price signaling 31–2
price stickiness 12
prices, effect on demand 400–403
prices paid by others 162
pricing contracts 320, 335–42
pricing decisions, conceptual framework 13–15
pricing objectives and strategies 9–35
  cost-plus pricing 26–9
  determinants 20–23
  leader pricing 33–4
  parity pricing 30–31
  perceived value pricing 29–30
  premium pricing 32–3
  price signalling 31–2
  survey 17–19
pricing-oriented approaches to bundling 248, 253–5
private labels, see store brands
probabilistic approach to bundle pricing 253–5
product differentiation, nonprofit organizations 523–4
product-driven pricing, see cost-based pricing
product generations, pricing 191–3
product life cycle, pharmaceuticals 491–2
product line length and pricing 225–7
product line pricing 216–29
and willingness to pay 55
profit advantage of advance selling 460–63
profit regulation, pharmaceutical industry 504
profitability of trade promotions 293–5
promotions, see price promotions
purchase characteristics, services 541
purchase data and WTP measurement 40–41
pure bundling 232, 236–7
Putler, D.S. 88
Putrevu, S. 99
Putsis, W.P. 225, 227
Qiu, C. 424
quality
  effect of quality differences 406–9
  indicated by price 190–91
quantity discounts 336–7, 355
  and willingness to pay 53–5
queueing models 558, 573–7
Radner, R. 440
Raju, J. 266
Raman, K. 175–7, 185, 186
Ramey, G. 101
Rao, A. 398
Rao, A.R. 339
Rao, R.C. 196–7, 204–5
Ratchford, B.T. 91–105
rate of return regulation, pharmaceutical industry 504
rating-based conjoint WTP measurement 44
rebates, pharmaceutical industry 499, 503–4
reduced-form pricing models 108, 113, 128–9
reference groups 398
reference prices 385, 386–7
  and bidder behaviour 426–7
  in choice models 87–8
  manipulation of 483
  pharmaceutical industry 504
  pricing implications 389
  services 550
refunds, advance selling 465–6
regular price and price cues 161
regulation, pharmaceutical prices 504–6
Reiley, D. 422
Reiss, P.C. 123, 378
relative advantage, revenue management pricing 484
Rentschler, R. 517
representativeness heuristic in price cognition 142–4
reputation of firm, and price cues 156–7
resale price maintenance (RPM) 337–9
research and development, pharmaceutical industry 490–91
researcher’s uncertainty 122–3
reservation prices 38–40, 235
services 550–51
reserve price, online auctions 421–3
retail agglomeration effects 102
retail competition, effect on pass-through 332, 333–4
retail pass-through 287–9, 319–20, 326–35
retail prices as drivers of margin premium 274
retailers
  objective functions 117
  objectives, effect on pass-through 332
  and price discrimination 127
  and price searching 101–2
  reputation and use of price cues 156–7
  response to manufacturers’ promotions 287–93
  size and strategy as driver of price premium 271–2
  and store brands 259, 263, 276–7
revenue management and pricing 477–85
reverse auctions 50
Reynolds, S. 424
Richard, J.F. 561
Richards, T.J. 111
Richardson, P.S. 275
Riordan, M.H. 179–81, 190
Robinson, B. 174, 183, 444
Robinson–Patman Act 341
Rochet, J.-C. 364, 365, 442, 443
Rohlf, J. 436
Romano, R.E. 344
Rose-Ackerman, S. 523, 527, 530
Rosen, S. 220
Rossi, P.E. 67, 68, 70
Roth, A.E. 425
Roy, A. 112
RPM (resale price maintenance) 337–9
Ruan, R. 344
Rust, J. 447
Salamon, L. 512
Salketter, D.S. 494
Salmon, W.J. 158
Salop, S. 96
<table>
<thead>
<tr>
<th>Name</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samiee, S.</td>
<td>10–11</td>
</tr>
<tr>
<td>Sarvary, M.</td>
<td>103</td>
</tr>
<tr>
<td>Savitsky, K.</td>
<td>142</td>
</tr>
<tr>
<td>Sawtooth Software</td>
<td>70–71</td>
</tr>
<tr>
<td>Sawyer, A.</td>
<td>99</td>
</tr>
<tr>
<td>Sawyer, A.G.</td>
<td>152</td>
</tr>
<tr>
<td>Sayman, S.</td>
<td>266</td>
</tr>
<tr>
<td>scanbacks and accruals</td>
<td>335</td>
</tr>
<tr>
<td>Schi, J.</td>
<td>516</td>
</tr>
<tr>
<td>Schindler, R.M.</td>
<td>77, 158</td>
</tr>
<tr>
<td>Schmalensee, R.</td>
<td>227, 238, 240, 364, 515</td>
</tr>
<tr>
<td>Schroeder, T.C.</td>
<td>51</td>
</tr>
<tr>
<td>Scitovsky, T.</td>
<td>531</td>
</tr>
<tr>
<td>search, see consumer search</td>
<td></td>
</tr>
<tr>
<td>Seetharaman, P.B.</td>
<td>384–91</td>
</tr>
<tr>
<td>self-stated WTP</td>
<td>41–2</td>
</tr>
<tr>
<td>seller credibility and advance selling</td>
<td>463–4</td>
</tr>
<tr>
<td>service guarantees</td>
<td>540, 553–4</td>
</tr>
<tr>
<td>services</td>
<td>535–54</td>
</tr>
<tr>
<td>complex service pricing</td>
<td>549–50</td>
</tr>
<tr>
<td>consumer reservation prices</td>
<td>550–51</td>
</tr>
<tr>
<td>modularity pricing</td>
<td>548–9</td>
</tr>
<tr>
<td>pay-for-performance pricing</td>
<td>546–8</td>
</tr>
<tr>
<td>pricing framework</td>
<td>536–43</td>
</tr>
<tr>
<td>setting prices</td>
<td>543–6</td>
</tr>
<tr>
<td>Sethuraman, R.</td>
<td>266</td>
</tr>
<tr>
<td>shadow price approach</td>
<td>479–80</td>
</tr>
<tr>
<td>Shaffer, G.</td>
<td>308, 312–13, 339</td>
</tr>
<tr>
<td>Shapiro, C.</td>
<td>436, 438–9</td>
</tr>
<tr>
<td>Sherman Antitrust Act</td>
<td>338</td>
</tr>
<tr>
<td>Shipley, D.D.</td>
<td>10</td>
</tr>
<tr>
<td>Shoemaker, S.</td>
<td>535–54</td>
</tr>
<tr>
<td>Shogren, J.F.</td>
<td>51</td>
</tr>
<tr>
<td>Shrinivasan, N.</td>
<td>99</td>
</tr>
<tr>
<td>Shugan, S.M.</td>
<td>224, 229, 327, 328, 336, 451–75</td>
</tr>
<tr>
<td>Shum, M.</td>
<td>98, 497</td>
</tr>
<tr>
<td>signaling role of minimum price, online auctions</td>
<td>422</td>
</tr>
<tr>
<td>signpost items</td>
<td>159</td>
</tr>
<tr>
<td>Simester, D.I.</td>
<td>150–64</td>
</tr>
<tr>
<td>Simonson, I.</td>
<td>219, 422, 425, 427, 429</td>
</tr>
<tr>
<td>simultaneity of price and consumption</td>
<td>366–70</td>
</tr>
<tr>
<td>simultaneity of production and consumption</td>
<td>540</td>
</tr>
<tr>
<td>Sinha, A.</td>
<td>423</td>
</tr>
<tr>
<td>Sirbu, M.</td>
<td>439, 440</td>
</tr>
<tr>
<td>situational factors, price presentation</td>
<td>79, 85</td>
</tr>
<tr>
<td>size of physical price representation</td>
<td>143</td>
</tr>
<tr>
<td>Skiera, B.</td>
<td>41, 49, 51, 368, 378</td>
</tr>
<tr>
<td>skimming strategy</td>
<td>170–71</td>
</tr>
<tr>
<td>slotting allowances</td>
<td>339–40</td>
</tr>
<tr>
<td>Smith, M.</td>
<td>103</td>
</tr>
<tr>
<td>SNARC (spatial–numerical association)</td>
<td>138</td>
</tr>
<tr>
<td>snobbishness</td>
<td>397–416</td>
</tr>
<tr>
<td>Snyder, C.M.</td>
<td>502</td>
</tr>
<tr>
<td>Sobel, J.</td>
<td>572</td>
</tr>
<tr>
<td>social influences on pricing</td>
<td>397–417</td>
</tr>
<tr>
<td>social value, services</td>
<td>543</td>
</tr>
<tr>
<td>social welfare effects of targeted pricing</td>
<td>315–16</td>
</tr>
<tr>
<td>Soltyssinski, K.</td>
<td>429</td>
</tr>
<tr>
<td>Soman, D.</td>
<td>226, 256</td>
</tr>
<tr>
<td>Sorenson, A.</td>
<td>97, 98, 496</td>
</tr>
<tr>
<td>sources of information</td>
<td>100–104</td>
</tr>
<tr>
<td>Spann, M.</td>
<td>431</td>
</tr>
<tr>
<td>spatial orientation and numerical information</td>
<td>138</td>
</tr>
<tr>
<td>specification analysis, structural pricing models</td>
<td>126–7</td>
</tr>
<tr>
<td>spot selling</td>
<td>457</td>
</tr>
<tr>
<td>seller information disadvantage</td>
<td>459–60</td>
</tr>
<tr>
<td>Srinivasan, K.</td>
<td>99, 177–8, 190, 224, 225</td>
</tr>
<tr>
<td>Srinivasan, N.</td>
<td>93–4, 99, 104</td>
</tr>
<tr>
<td>Srinivasan, S.</td>
<td>258–79</td>
</tr>
<tr>
<td>Sriram, S.</td>
<td>119</td>
</tr>
<tr>
<td>Stackelberg price leadership</td>
<td>525–6</td>
</tr>
<tr>
<td>Staël, R.</td>
<td>292, 321, 327, 340</td>
</tr>
<tr>
<td>Starkey, P.</td>
<td>137</td>
</tr>
<tr>
<td>starting bid, online auctions</td>
<td>421–3</td>
</tr>
<tr>
<td>state dependence and demand</td>
<td>384–5, 386</td>
</tr>
<tr>
<td>pricing implications</td>
<td>388–9</td>
</tr>
<tr>
<td>state-space pricing models</td>
<td>387</td>
</tr>
<tr>
<td>static models</td>
<td>117</td>
</tr>
<tr>
<td>static pricing</td>
<td>436–7</td>
</tr>
<tr>
<td>Steenkamp, J.-B.E.M.</td>
<td>269, 270, 271, 272, 275, 276</td>
</tr>
<tr>
<td>Steinberg, R.</td>
<td>513–14, 517, 519, 528, 531–2</td>
</tr>
<tr>
<td>Stidham, S.</td>
<td>576</td>
</tr>
<tr>
<td>Stigler, G.</td>
<td>91, 92, 236</td>
</tr>
<tr>
<td>Stiglitz, J.</td>
<td>96</td>
</tr>
<tr>
<td>Stiving, M.</td>
<td>77, 142, 158</td>
</tr>
<tr>
<td>Stock, A.</td>
<td>399</td>
</tr>
<tr>
<td>Stokey, N.L.</td>
<td>571</td>
</tr>
<tr>
<td>Stole, L.A.</td>
<td>364, 365</td>
</tr>
<tr>
<td>store brands and national brands</td>
<td>258–79</td>
</tr>
<tr>
<td>store image as driver of margin premium</td>
<td>276</td>
</tr>
<tr>
<td>store traffic as driver of margin premium</td>
<td>275–6</td>
</tr>
<tr>
<td>strategic pricing</td>
<td></td>
</tr>
<tr>
<td>new products and services</td>
<td>169–212</td>
</tr>
<tr>
<td>operations management</td>
<td>557–79</td>
</tr>
<tr>
<td>social influences</td>
<td>397–417</td>
</tr>
<tr>
<td>Stremer Sch. S.</td>
<td>237</td>
</tr>
<tr>
<td>structural models</td>
<td></td>
</tr>
<tr>
<td>of channels</td>
<td>345–51</td>
</tr>
<tr>
<td>consumer search</td>
<td>94</td>
</tr>
<tr>
<td>of pricing</td>
<td>108–29</td>
</tr>
<tr>
<td>Su, X.</td>
<td>557–79</td>
</tr>
<tr>
<td>sub-additivity, consumer reservation price</td>
<td>235</td>
</tr>
</tbody>
</table>
subjective price 77
substitutability, reservation prices 241–2
Sudhir, K. 111, 112, 222–3, 228, 275, 288, 319–51
Sullivan, M.W. 339
Sundararajan, A. 365, 440
super-additivity, consumer reservation price 235
Suter, T.A. 423
Swann, P. 445
switching costs
and network effects 443–4
pharmaceutical products 496–7
takeoff of new products 212
Talukdar, D. 275
targeted pricing 302–17
effects 305–11
optimal strategy 311–15
social welfare effects 315–16
Taylor, L.D. 367
Taylor, T.A. 224, 229
technology and advance selling 452–4
telecommunications, nonlinear pricing 355, 358–62, 374–7
Tellis, G. 13, 237, 431
temporal price discrimination model 96
temporal pricing 77
temporal value, services 542–3
Terwiesch, C. 430, 431
Thaler, R.H. 77
Thomadsen, R. 113
Thomas, M. 132–47
Tirole, J. 310, 442, 443, 447
trade promotions 283–300
incentives for 291–3
and marketing strategy 296–8
objectives 286
and pricing strategy 286–7
profitability and efficacy 293–6
retail response 287–93
Train, K.E. 367, 370, 378
translog approach 68
travel tickets, nonlinear pricing 362–3
Trivedi, M. 343
Tversky, A. 132, 140, 142, 144, 219
two-part tariffs 336–7
two-sided markets 441–3
Tyagi, R.K. 289, 327, 328
unaware anchoring in price cognition 140–41
uncertainty, structural models 119
Uncles, M. 275
uniform pricing of a product line 227–8
unintentional anchoring, price cognition 141
Urban, G.L. 39
usage uncertainty, nonlinear pricing 371–3
Välimäki, J. 199–201, 208
value and framing, service pricing 543–4
value components, services 542–3
Van Mieghem, J.A. 577
van Ryzin, G. 480, 569–70
Vanhuele, M. 153
Varian, H. 96, 103
Varian, H.R. 39, 310, 330, 364, 436
Veblen, T. 398
Venkatesh, R. 232–56
Verboven, F. 112, 222
Verizon 359–60
Vern, J.M. 494
vertical integration and decentralization 342–4
vertical product differentiation 217, 219–24
Vickers, J. 365
Vickery auctions 48–9
Villas-Boas, J.M. 223, 290, 310, 330, 333, 336, 342, 349
Vogt, W.B. 493
volume premium 260–61, 272–3
Voss, G. 530–31
Walters, R.G. 331
Walters, R.J. 287
Walton, J.R. 81
Wang, S.S. 365
Wang, T. 39–40
Wang, X. 419–32
Wang, Y. 79
Warren, L.S. 158
Weatherford, L.R. 480
Weinberg, C.B. 512–32
Weisbrod, B. 516, 517, 519, 531–2
Weitzman model of search 92–3
Wernefelt, B. 102, 198–201, 206–7, 388
Wertenbroch, K. 41, 49, 51
West, D. 97, 98
Whang, S. 365, 577
White, M.W. 378
wholesale acquisition cost (WAC) 499
wholesale prices
as drivers of margin premium 274
and price discrimination 330–31
wholesalers, pharmaceutical industry 498
Wilcox, R.T. 293
Wilder, R. 514
Wilkie, W.L. 339
willingness to pay (WTP) 37–59
Index

definitional 38–40

effect of information processing fluency 145
measurement 40–52

nonprofit products 531

online auctions 429, 430

and pricing decisions 37–8, 52–8

Winer, R.S. 77, 87, 142, 158

Winston, W.L. 177–9, 188–9, 572

Wirtz, J. 484, 541

Wisniewski, K.J. 224

Wolak, F.A. 123

Wolpin, K. 94

Wooders, J. 424

Woodward, R.S. 210

word of mouth as information source 100–101, 399

Wosinska, M. 488–509

WTP, see willingness to pay

Xia, L. 484, 541

Xiao, P. 108–29

Xie, J. 439, 440, 451–75

Yadav, M. S. 256

Yao, S. 426

Yechiali, U. 576

Yellen, J.L. 237

Zeithaml, V.A. 81

Zeithammer, R. 425, 429–30

Zettelmeyer, F. 103

Zhang, F. 566

Zhang, Z.J. 38–9, 41, 45, 302–17

Zhao, H. 179–80, 191

Zhao, W. 480

Zhao, Y. 349

Zheng, Y. 480