

Pricing, Online Marketing Behavior, And Analytics By Giampaolo Viglia

By Giampaolo Viglia

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<http://mason.gmu.edu/~ajaju/mktg471/THEORIES%20IN%20MARKETING%20STRATEGY.doc>
Giampaolo Viglia is the author of Pricing, Online Marketing Behavior, and Analytics (4.00 avg rating, 1 rating, 0 reviews, published 2014)
http://www.goodreads.com/author/show/8123110.Giampaolo_Viglia

Psychological pricing (also price ending, charm pricing) is a pricing/marketing strategy based on the theory that certain prices have a psychological impact.

http://en.wikipedia.org/wiki/Psychological_pricing

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Questions 1. Which pricing strategies should not be pursued by companies? Why? Give a contemporary real life example of each of these pricing strategies. 2. What is

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<http://www.eng.sinergiejournal.it/rivista/index.php/sinergie/article/view/789>

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<http://www.palgrave.com/page/detail/how-to-appreciate-your-customers-bh-elvy/?K=9780333598924>

A consumer from the lower class will be more focused on price. interviews and case studies about Consumer Behavior, Shopper Marketing, Consumer Insights,
<http://theconsumerfactor.com/en/4-factors-influencing-consumer-behavior/>

The effect of social comparison in a marketing scenario adopt a cyclical pricing policy. This behavior holds also for an oligopoly even with Giampaolo
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