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Marketing Strategies for Improving Economic Performance. Ralph Fuerderer / Andreas Herrmann /
Georg Wuebker (Hgg.) Ed. by Ralph F rderer, Andreas Herrmann u. Georg

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Ralph fuerderer (author of optimal bundling)

Ralph Fuerderer is the author of Optimal Bundling (4.00 avg rating, 1 rating, 0 reviews, published 1999)

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Bundling is defined as the Bundling has a strong foundation in economics and marketing, Marketing
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Bundling information goods of decreasing value1

Bundling Information Goods of Decreasing Value1 Pure bundling is the simplest pricing strategy bundling is optimal in a broad range of cases of declining

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Other factors also determine your optimal pricing strategy. Bundling and quantity discounts. Pricing Marketing Pricing Strategies

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This paper provides simple guidelines to optimal bundling marketing strategies in this Geng et al.: Bundling Information Goods of Decreasing Value

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What is product bundle pricing? (definition &

The product bundle pricing strategy is a fairly commonly used marketing ploy. Although more of a marketing tactic, it s also a pricing tactic.

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