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Editors

Optimal Bundling

Marketing Strategies
for Improving
Economic Performance



Springer

Optimal Bundling Marketing Strategies For Improving Economic Performance

**Christian Homburg, Heiko
Schäfer, Janna Schneider**



Optimal Bundling Marketing Strategies For Improving Economic Performance:

Optimal Bundling Ralph Fuerderer, Andreas Herrmann, Georg Wuebker, 2013-03-09 Scientific knowledge and practical advice are combined in this book. Leading scientists present their latest research results in the area of product and price bundling with respect to optimization as well as to behavioral bundling approaches. In addition, the reader will learn how to implement bundling strategies and how to set up a bundling concept. He will find a thorough explanation of the value that bundling has for improving a company's profit and sales.

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The Routledge Companion to Financial Services Marketing Tina Harrison, Hooman Estelami, 2014-12-05 Interest in Financial Services Marketing has grown hugely over the last few decades, particularly since the financial crisis which scarred the industry and its relationship with customers. It reflects the importance of the financial services industry to the economies of every nation and the realisation that the consumption and marketing of financial services differs from that of tangible goods and indeed many other intangible services. This book is therefore a timely and much needed comprehensive compendium that reflects the development and maturation of the research domain and pulls together in a single volume the current state of thinking and debate. The events associated with the financial crisis have highlighted that there is a need for banks and other financial institutions to understand how to rebuild trust and confidence, improve relationships and derive value from the marketing process. Edited by an international team of experts, this book will provide the latest thinking on how to manage such challenges and will be vital reading for students and lecturers in financial services marketing, policy makers and practitioners.

Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues Sharma, Ravi S., Tan, Margaret, Pereira, Francis, 2011-10-31 Increasingly, multimedia content from music, movies, games, news, books and digital art to sharable educational material, e-government services and e-health services is delivered over broadband networks. With technological advances, cloud computing applications and social networking approaches, many exciting applications are emerging to deliver this content. As Interactive Digital Media (IDM), Understanding the Interactive Digital Media Marketplace: Frameworks, Platforms, Communities and Issues presents the results of a large industry-oriented, multi-national research program. This research seeks to discover usable business models, technology, platforms, market strategies and policy frameworks for the emerging global digital economy, particularly for digital media researchers and industry entrepreneurs who wish to reach users around the world.

Consumer trends and new product opportunities in the food sector Klaus G. Grunert, 2023-08-07 The food sector is changing. Consumers want not only tasty

and healthy food products but products that are sustainable and authentic At the same time new developments in farming food processing and retailing open up new opportunities in the development of food products Bridging these challenges and opportunities is a major task for food marketing This book traces consumer trends regarding healthiness sustainability authenticity and convenience It gives an introduction to current developments in farming in food processing technology and in retailing It also explains how segmentation and consumer led product development can lead to new food products in response to these trends

The Advanced Dictionary of Marketing Scott Dacko, 2008 This advanced dictionary of marketing focuses on leading edge terminology for use by people who are serious about the theory and practice of marketing With over 1 000 entries ranging in length and depth it is the ideal reference guide for researchers directors managers and anyone studying marketing for a professional or academic qualification

Revolution in Marketing: Market Driving Changes Harlan E. Spotts, 2014-10-23 Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science This volume includes the full proceedings from the 2006 Academy of Marketing Science AMS Annual Conference held in San Antonio Texas entitled Revolution in Marketing Market Driving Changes

Advanced Information Systems Engineering Barbara Pernici, 2010-05-20 This book constitutes the proceedings of the 22nd International Conference on Advanced Information Systems Engineering CAiSE 2010 held in Hammamet Tunisia in June 2010 The 39 papers presented were carefully reviewed and selected from 299 submissions The topics covered are business process modeling information systems quality service modelling security management matching and mining case studies and experiences conceptual modelling adaptation requirements and process analysis In addition this volume contains two keynote papers and the abstract of a panel discussion

Sales Excellence Christian Homburg, Heiko Schäfer, Janna Schneider, 2012-10-24 This book presents a very novel and strategic approach to Sales Management an area that has suffered from a lack of sophistication in practice This content rich and thought provoking book has a very unique positioning It considers the sales performance of an organization at a very high strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function The book includes many useful tools and guidelines and is enhanced with numerous examples that help bring the concepts to life and make them very approachable for the trade market A checklist based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress

as concepts are applied over time This work is an essential resource and thought provoking read for ambitious Sales Managers including CEO level executives Data Intensive Storage Services for Cloud Environments Kyriazis, Dimosthenis,Voulodimos, Athanasios,Gogouvitis, Spyridon V.,Varvarigou, Theodora,2013-04-30 With the evolution of digitized data our society has become dependent on services to extract valuable information and enhance decision making by individuals businesses and government in all aspects of life Therefore emerging cloud based infrastructures for storage have been widely thought of as the next generation solution for the reliance on data increases Data Intensive Storage Services for Cloud Environments provides an overview of the current and potential approaches towards data storage services and its relationship to cloud environments This reference source brings together research on storage technologies in cloud environments and various disciplines useful for both professionals and researchers *Estimation of Willingness-to-Pay* Christoph Breidert,2007-11-03 The work of Christoph Breidert is positioned in a methodologically challenging area of marketing research that is highly relevant to both theoretical investigations and practical applications Determination of willingness to pay for products and or services from a customers per spective is crucial for modern approaches to pricing decision making Based on the in creasing availability of individual transaction data e g scanner data consumer panel data and data from Smart Cards remarkable improvements have been achieved in es timating advanced price response models based on observed purchase data However empirical price and or product variations are typically very United in such historical data which complicates accurate willingness to pay estimation or makes it even imprac tical This is especially true when entirely new products are planned to be introduced or alternative marketing strategies e g product bundhng are considered by the manage ment While asking customers directly for their wiUingness or unwillingness to purchase a specific product at the designated price commonly results in unreahtic estimates ex perimental survey based methods turned out to be a promising approach for the indirect measurement of willingness to pay Among the most prominent techniques within this methodological framework is conjoint or trade off analysis which aims at inferring re spondents preference structures based on their reactions to systematically varied profiles of product attributes mostly including price in an experimental design In his work Christoph Breidert provides a systematic overview of the competing methods that have been and are still applied in todays practical and theoretical pricing research **Review of Marketing Research** Naresh Malhotra - USE 0493,2011-07-21 This special issue of Review of Marketing Research is unique in that it contains chapters by marketing legends in their own words Bagozzi Hunt Kotler Kumar Malhotra Monroe Sheth Wind and Zaltman summarize not only their research but also the salient aspects of their academic life journeys Ontology, Conceptualization and Epistemology for Information Systems, Software Engineering and Service Science Miguel-Angel Sicilia,Christian Kop,Fabio Sartori,2010-10-22 This book constitutes the post proceedings of the International Workshop on Ontology Conceptualization and Epistemology for Information Systems Software Engineering and Service Sciences ONTOSE 2010 held at the CAiSE 2010 conference in

Hammamet Tunisia June 2010 The 10 papers presented in this volume were carefully revised and selected from 25 submissions They are grouped in sections on enterprise and service architectures ontology applications ontology visualization and query expansion and ontologies for services **Sustainable E-Business Management** Matthew L Nelson, Michael J. Shaw, Troy J. Strader, 2010-07-30 This book contains selected papers from the e Commerce and e Business SIGeBIZ track at the 16th Americas Conference on Information Systems AMCIS 2010 held in Lima Peru August 12 15 2010 The 13 papers presented here were selected from 48 submissions and have been organized into three research lines e business models and information systems in financial markets e commerce use and design and e business research issues and methods

Confessions of the Pricing Man Hermann Simon, 2015-10-20 The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer In all walks of life we constantly make decisions about whether something is worth our money or our time or try to convince others to part with their money or their time Price is the place where value and money meet From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store price is the most powerful and pervasive economic force in our day to day lives and one of the least understood The recipe for successful pricing often sounds like an exotic cocktail with equal parts psychology economics strategy tools and incentives stirred up together usually with just enough math to sour the taste That leads managers to water down the drink with hunches and rules of thumb or leave out the parts with which they don't feel comfortable While this makes for a sweeter drink it often lacks the punch to have an impact on the customer or on the business It doesn't have to be that way though as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes A world renowned speaker on pricing and a trusted advisor to Fortune 500 executives Simon's lifelong journey has taken him from rural farmers markets to a distinguished academic career to a long second career as an entrepreneur and management consultant to companies large and small throughout the world Along the way he has learned from Nobel Prize winners and leading management gurus and helped countless managers and executives use pricing as a way to create new markets grow their businesses and gain a sustained competitive advantage He also learned some tough personal lessons about value how people perceive it and how people profit from it In this engaging and practical narrative Simon leaves nothing out of the pricing cocktail but still makes it go down smoothly and leaves you wanting to learn more and do more as a consumer or as a business person You will never look at pricing the same way again **Data-driven Retailing** Louis-Philippe Kerkhove, 2022-10-05 This book provides retail managers with a practical guide to using data It covers three topics that are key areas of innovation for retailers Algorithmic Marketing Logistics and Pricing Use cases from these areas are presented and discussed in a conceptual and comprehensive manner Retail managers will learn how data analysis can be used to optimize pricing customer loyalty and logistics without complex algorithms The goal of the book is to help managers ask the right questions during a project which will put them on

the path to making the right decisions It is thus aimed at practitioners who want to use advanced techniques to optimize their retail organization **Handbook of Pricing Research in Marketing** Vithala R. Rao,2009 Pricing is an essential aspect of the marketing mix for brands and products Further pricing research in marketing is interdisciplinary utilizing economic and psychological concepts with special emphasis on measurement and estimation This unique Handbook provides current knowledge of pricing in a single authoritative volume and brings together new cutting edge research by established marketing scholars on a range of topics in the area The environment in which pricing decisions and transactions are implemented has changed dramatically mainly due to the advent of the Internet and the practices of advance selling and yield management Over the years marketing scholars have incorporated developments in game theory and microeconomics behavioral decision theory psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research These chapters specifically written for this Handbook cover these various developments and concepts as applied to tackling pricing problems Academics and doctoral students in marketing and applied economics as well as pricing focused business practitioners and consultants will appreciate the state of the art research herein

Routledge Handbook of Sports Event Management Milena M. Parent,Jean-Loup Chappelet,2017-07-14 From the Olympic Games to community level competitions sports events can be complex and pose a particular set of managerial challenges The Routledge Handbook of Sports Event Management surveys the management of sports events around the world of every size and scale from small to mega events including one off and recurring events and single sport and multi sport events The book adopts a unique stakeholder perspective structured around the groups and individuals who have an interest in and co create sports events including organising committees promoters sport organisations spectators community groups sponsors host governments the media and NGOs Each chapter addresses a specific stakeholder defines that stakeholder and its relationships with sports events describes the managerial requirements for a successful event assesses current research and directions for future research and outlines the normative dimensions of stakeholder engagement such as sustainability and legacy No other book takes such a broad view of sports event management surveying key theory current research best practice and moral and ethical considerations in one volume With contributions from leading sport and event scholars from around the world the Routledge Handbook of Sports Event Management is essential reading for any advanced student researcher or professional with an interest in sport management sport development sport policy or events Aanwinsten van de Centrale Bibliotheek (Queteletfonds) Bibliothèque centrale (Fonds Quetelet),2004 Empirical Models for Assessing the Role of Brand Equity in Market Performance and Brand Bundling Benjamin Kartono,2006

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