

The Oxford Handbook Of Pricing Management Oxford Handbooks

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The book covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing.

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It is a very thorough and comprehensive review of current publications in the field of pricing, real-world examples and there are a lot of prospective research ideas in the end of each chapter. The price is somewhat high, especially for a student. But it is definitely worth it.

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The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management.

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This article describes how prices are treated in economic theory. Section 17.2 begins by introducing the concepts of ‘rational preference’ and ‘utility function’, which are standard building blocks of models that attempt to explain choice behaviour.

~~Price Theory in Economics—Oxford Handbooks~~

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The Oxford Handbook of Sport and Performance Psychology includes the latest research and applied perspectives from leaders in the field of performance psychology. Current and comprehensive, this foundational volume presents sport and performance psychology from myriad perspectives, including:

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support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

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A definitive reference to the theory and practice of pricing across industries, environments, and methodologies. It covers all major areas of pricing including, pricing fundamentals, pricing tactics, and pricing management.

The Oxford Handbook of the Economics of Networks represents the frontier of research into how and why networks they form, how they influence behavior, how

they help govern outcomes in an interactive world, and how they shape collective decision making, opinion formation, and diffusion dynamics. From a methodological perspective, the contributors to this volume devote attention to theory, field experiments, laboratory experiments, and econometrics. Theoretical work in network formation, games played on networks, repeated games, and the interaction between linking and behavior is synthesized. A number of chapters are devoted to studying social process mediated by networks. Topics here include opinion formation, diffusion of information and disease, and learning. There are also chapters devoted to financial contagion and systemic risk, motivated in part by the recent financial crises. Another section discusses communities, with applications including social trust, favor exchange, and social collateral; the importance of communities for migration patterns; and the role that networks and communities play in the labor market. A prominent role of networks, from an economic perspective, is that they mediate trade. Several chapters cover bilateral trade in networks, strategic intermediation, and the role of networks in international trade. Contributions discuss as well the role of networks for organizations. On the one hand, one chapter discusses the role of networks for the performance of organizations, while two other chapters discuss managing networks of consumers and pricing in the presence of network-based spillovers. Finally, the authors discuss the internet as a network with attention to the issue of net neutrality.

Good strategies can fail because they are poorly implemented. Behind this straightforward statement is a complex reality. This innovative volume explores various aspects of strategy implementation, a process that is as challenging as it is important. For strategies to be implemented effectively, firms must have the right resources and capabilities available. Available resources must be integrated in ways that create the capabilities needed and then those capabilities must be leveraged to effectively implement the strategy in order to create and sustain a competitive advantage. This handbook focuses on how strategy implementation is influenced by resources and governance, human capital and management of it, and accounting-based control systems. It examines how the dynamic, competitive, and international environment increases the importance of knowledge and its acquisition, effective governance as a signal of proper incentives, the interaction of legality and legitimacy, and the connections between compliance and enforcement. Because people implement the strategies through the completion of their job tasks and achievement of their job-related goals, the second section explores how changes in workforce demographics have influenced and may influence strategy. Major factors include the greater proportion of older workers and the increasing role women play in leadership. Acquiring, developing, and having a motivated work force is critical to implementation, whether and how best practices spread is explored, as is the effectiveness of setting goals. Controlling managerial behavior plays a critical role in the implementation of strategies, and is the focus of the third section on accounting-based control systems. These can be helpful both in identifying inappropriate behaviors and in promoting positive managerial actions to achieve desired financial outcomes. They can also encourage experimentation and creativity. The effectiveness of accounting and accountability systems is influenced by four dimensions, including the intended users, standards of compliance, enforcement criteria, and the assurance process.

Management - the pursuit of objectives through the organization and co-ordination of people - has been and is a core feature, and function, of modern society. Some

'classic' forms of corporate and bureaucratic management may come to be seen as a prevalent form of organization and organizing in the 20th century, and in the post-Fordist, global, knowledge driven contemporary world we are seeing different patterns, principles, and styles of management as old models are questioned. The functions, ideologies, practices, and theories of management have changed over time, as recorded by many scholars; and may vary according to different models of organization; and between different cultures and societies. The purpose of this Handbook is to analyse and explore the evolution of management; the core functions and how they may have changed; its position in the culture/zeitgeist of modern society; the institutions and ideologies that support it; and likely challenges and changes in the future. This book looks at what management is, and how this may change over time. It provides an overview of management - its history, development, context, changing function in organization and society, key elements and functions, and contemporary and future challenges.

This Handbook provides an accessible survey of the whole of Smith's thought with chapters written by leading experts that will allow all readers to gain a sense of the breadth and depth of the thought of this world historical figure.

The Oxford Handbook of Talent Management offers academic researchers, advanced postgraduate students, and reflective practitioners a state-of-the-art overview of the key themes, topics, and debates in talent management. The Handbook is designed with a multi-disciplinary perspective in mind and draws upon perspectives from, inter alia, human resource management, psychology, and strategy to chart the topography of the area of talent management and to establish the base of knowledge in the field. Furthermore, each chapter concludes by identifying key gaps in our understanding of the area of focus. The Handbook is ambitious in its scope, with 28 chapters structured around five sections. These include the context of talent management, talent and performance, talent teams and networks, managing talent flows, and contemporary issues in talent management. Each chapter is written by a leading international scholar in the area and thus the volume represents the authoritative reference for anyone working in the area of talent management.

The economic analysis of the digital economy has been a rapidly developing research area for more than a decade. Through authoritative examination by leading scholars, this Handbook takes a closer look at particular industries, business practices, and policy issues associated with the digital industry. The volume offers an up-to-date account of key topics, discusses open questions, and provides guidance for future research. It offers a blend of theoretical and empirical works that are central to understanding the digital economy. The chapters are presented in four sections, corresponding with four broad themes: 1) infrastructure, standards, and platforms; 2) the transformation of selling, encompassing both the transformation of traditional selling and new, widespread application of tools such as auctions; 3) user-generated content; and 4) threats in the new digital environment. The first section covers infrastructure, standards, and various platform industries that rely heavily on recent developments in electronic data storage and transmission, including software, video games, payment systems, mobile telecommunications, and B2B commerce. The second section takes account of the reduced costs of online retailing that threatens offline retailers, widespread availability of information as it affects pricing and advertising, digital technology as it allows the widespread employment of novel price

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and non-price strategies (bundling, price discrimination), and auctions, as well as better tar. The third section addresses the emergent phenomenon of user-generated content on the Internet, including the functioning of social networks and open source. Finally, the fourth section discusses threats arising from digitization and the Internet, namely digital piracy, privacy and internet security concerns.

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