

Sources of information on pricing

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Articles

CIMA members can obtain articles on this topic from the Business Source Corporate database which can be found in the Professional Development section of the CIMA website.

Hinterhuber, Andreas. Towards value-based pricing: an integrative framework for decision making.

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Indounas, Kostis. Making effective pricing decisions. *Business Horizons*, September / October 2006, Volume 49, Issue 5, pp 415-424, 10 p.

Krishnakumar, Davey; Markowitz, Paul & Nagi, Jonnalagadda. The pricing opportunity: discovering what customers actually value. *Strategy & Leadership*, 2006, Volume 34, Issue 3, pp 23-30, 8 p.

Lawrence, Barry F. Calculating pricing optimization. *Industrial Distribution*, August 2006, Volume 95, Issue 8, pp 26-27, 2 p.

Romani, Simona. Price misleading advertising: effects on trustworthiness toward the source of information and willingness to buy. *Journal of Product & Brand Management*, 2006, Volume 15, Issue 2/3, pp 130-138, 9 p.

Shiple, D.D. & Jobber, D. Integrative pricing via the pricing wheel. *Industrial Marketing Management*, April 2001, Volume 30, Issue 3, pp 301-314, 14 p.

Sodhi, ManMohan S. & Sodhi, Navdeep S. Six Sigma pricing. *Harvard Business Review*, May 2005, Volume 83, Issue 5, pp 135-142, 8 p.

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Books

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Fletcher, Tony & Russell-Jones, Neil. 1997. *Value pricing: how to maximise profits through effective pricing policies*. London: Kogan Page

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Kotler, Philip & Armstrong, Gary ['et al ...']. 2008. *Principles of marketing*. 12th ed. Harlow: Pearson/ Prentice Hall

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