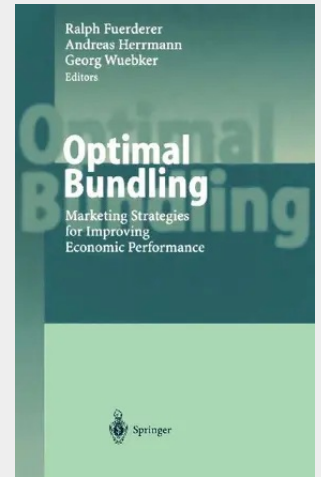


Optimal Bundling

Marketing Strategies for Improving Economic Performance

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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