

Quadrant III – References/Web links

Paper Code : ECG102
Module Name : Pricing Strategies
Module No : 04

Offline Resources:

1. Geetika, Piyali Ghosh, Purbha Roy Choudhury (2013) Managerial Economics, 2nd Edition, Tata McGraw Hill Education Pvt. Limited, New Delhi.
2. Dr. D.M. Mithani (2006), Managerial Economics, Theory and application, 3rd revised edition, Himalaya Publishing House, Mumbai.

Online Resources:

1. <https://courses.lumenlearning.com/boundless-marketing/chapter/general-pricing-strategies/#:~:text=Demand%2Dbased%20pricing%2C%20also%20known,%2C%20and%20value%2Dbased%20pricing.>
2. <https://smallbusiness.chron.com/definition-pricing-strategy-4686.html>
3. <https://businessjargons.com/peak-load-pricing.html>