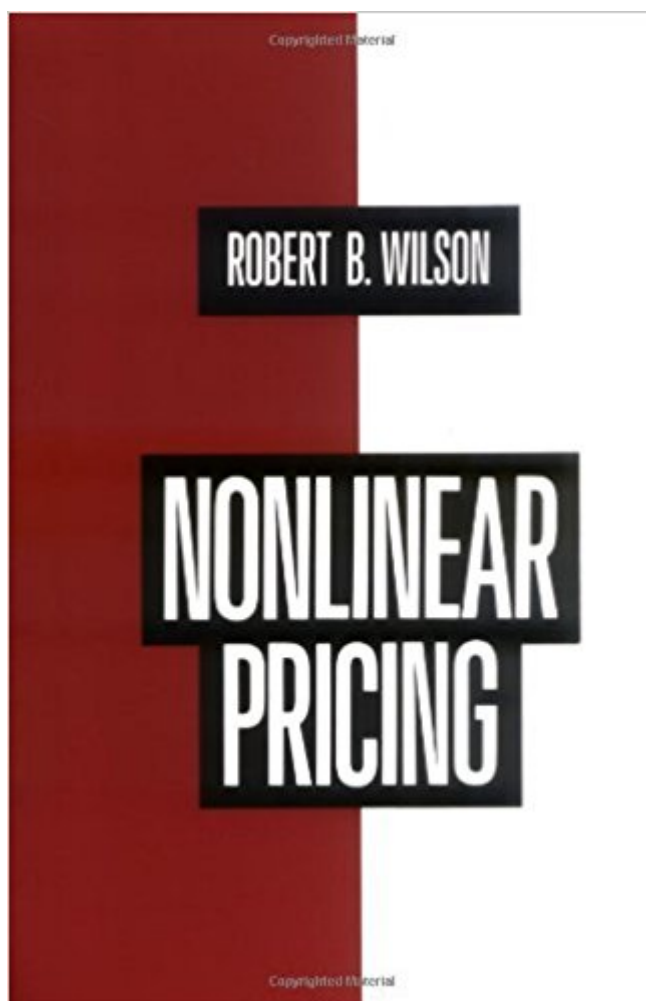


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# Nonlinear Pricing: Published In Association With The Electric Power Research Institute



## Synopsis

What do phone rates, frequent flyer programs, and railroad tariffs all have in common? They are all examples of nonlinear pricing. Pricing is nonlinear when it is not strictly proportional to the quantity purchased. The Electric Power Research Institute has commissioned Robert Wilson to review the various facets of nonlinear pricing. The work starts with a general non-mathematical discussion, followed by a more technical presentation intended for readers with a fairly advanced background. Thorough and detailed, this study has ample examples of case studies from a variety of industries.

## Book Information

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## Customer Reviews

This is the most detailed monography on nonlinear pricing that one can get nowadays. Written by one of the most active and innovative theorist the book is filled with the masterly blend of both applications and theoretical models. Accessible to anyone who has a solid grasp on the fundamentals of microeconomic theory. It was written in the beginning of the 90s and since then significant research has been done - including the mechanism design aspect of nonlinear pricing theory. Thus a new, revised edition would be welcome both for researchers and students. This is really the best and thorough book on the subject. The only wish I could have is the too light and

concise treatment of nonlinear pricing in noncompetitive markets that are far from both extrema of monopoly and perfect competition. Nevertheless, an excellent read.

Managers that have been out of school for two years will benefit more from their own experiences. Good text for MBAs to chew on.

This is the worst business book I have ever read. The connection between his hypothesis on pricing and his discourse on science and mathematics is lacking or at best weak. This is truly voodoo-finance at its worst.

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