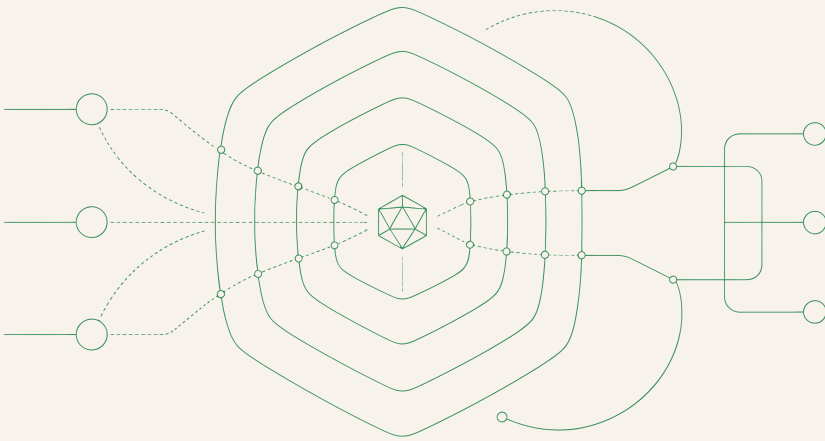

The Pricing Mind

Behavioral Economics of Price: How Buyers Experience Value
and How to Design That Experience



Len P. van der Hof

Systems for the Strategic Self