

**OPTIMAL BUNDLING: MARKETING STRATEGIES FOR
IMPROVING ECONOMIC PERFORMANCE**

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The findings show that although the effects of price
partitioning were consistent with mental accounting
principles, they were moderated by information processing
effects related to the partitioned component. Set up a
giveaway. A Model of Anchoring and Adjustment.
ValuePropositionDesignAlanSmith.BeObsessedorBeAverage: Product
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