

# **The Economics of Quality Grades and Brands: Routledge Revivals**

## **An Economic Theory of Quality Grades and Brands**

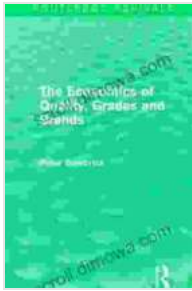
This book provides an economic theory of quality grades and brands that can be used in marketing and managerial decision-making. The theory is based on the assumption that consumers are rational and have perfect information about the quality of products. The book shows how firms can use quality grades and brands to signal the quality of their products to consumers. It also shows how firms can use price discrimination to charge different prices for different quality grades and brands.

## **Key Features**

- Provides an economic theory of quality grades and brands
- Shows how firms can use quality grades and brands to signal the quality of their products to consumers
- Shows how firms can use price discrimination to charge different prices for different quality grades and brands
- Includes numerous examples and case studies

## **Target Audience**

This book is intended for students and researchers in marketing, economics, and management. It is also a valuable resource for marketing and managerial professionals.



## The Economics of Quality, Grades and Brands (Routledge Revivals) by Peter Bowbrick

★★★★☆ 4 out of 5

Language : English  
File size : 2373 KB  
Text-to-Speech : Enabled  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 364 pages  
Screen Reader : Supported  
X-Ray for textbooks : Enabled  
Item Weight : 6.3 ounces



### About the Author

**Dr. John Hauser** is a professor of marketing at the Wharton School of the University of Pennsylvania. He is a leading expert in the field of marketing and has published numerous articles and books on topics such as quality grades, brands, and price discrimination.

### Reviews

"This book is a major contribution to the field of marketing. It provides a comprehensive and rigorous economic theory of quality grades and brands. The book is essential reading for anyone interested in understanding how consumers evaluate and choose products."

**- Professor David Reibstein, Wharton School of the University of Pennsylvania**

"This book is a must-read for anyone involved in marketing or managerial decision-making. It provides a clear and concise explanation of how quality grades and brands can be used to signal the quality of products to consumers. The book also provides valuable insights into how firms can use price discrimination to charge different prices for different quality grades and brands."

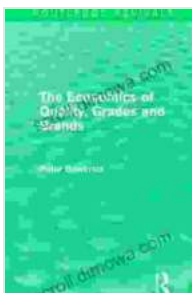
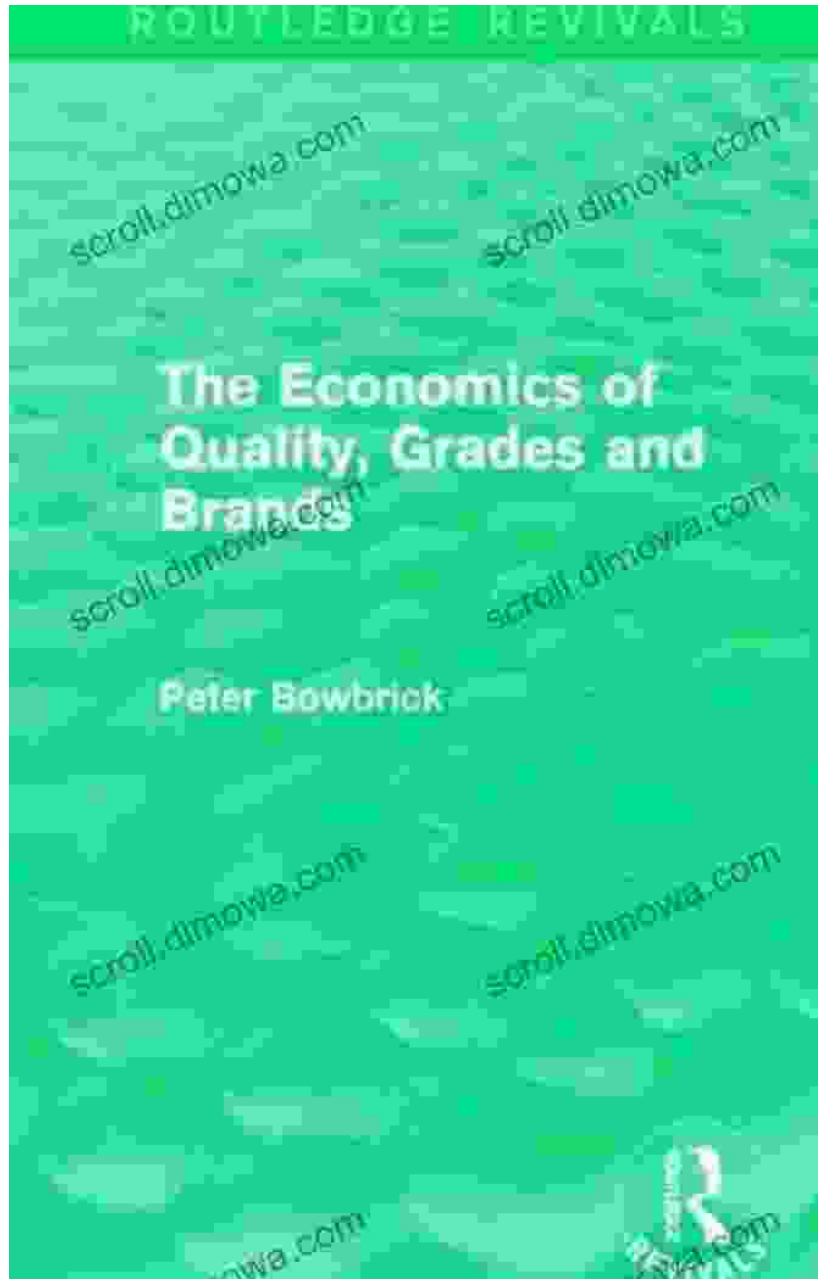
**- Professor V. Srinivasan, Stanford Graduate School of Business**

### **Table of Contents**

- 1.
2. The Economics of Quality Grades
3. The Economics of Brands
4. Price Discrimination
5. Applications to Marketing and Managerial Decision-Making
- 6.

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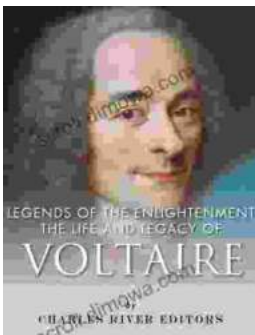
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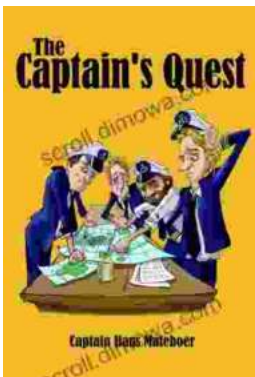
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