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Author:

e-mail:

MktgSci@notes.cba.ufl.edu

Marketing Science Homepage

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Response to the Comments on “Industrial Pricing: Theory and Managerial Practice”

Peter M. Noble • Thomas S. Gruca

College of Business, Humboldt State University, 1 Harpst Street, Arcata, California 95523, pmn1@humboldt.edu

College of Business, University of Iowa, Iowa City, Iowa 52242-1000, thomas-gruca@uiowa.edu

We would like to thank Cressman for his comments on our paper, “Industrial Pricing: Theory and Managerial Practice.” This study had its origins in the thesis of the first author, who entered a doctoral program in marketing after spending 18 years in the heavy equipment industry. During that time, Pete spent a lot of time setting prices and trying to predict future price changes by competitors. His industry experience suggested that the market-oriented pricing strategies discussed in the marketing literature are not used as extensively in practice as we might like to believe.