



Books to read about pricing strategy:

1- No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide to Profits

<http://amzn.to/2Fub0PT>

2- Built to Sell: Creating a Business That Can Thrive Without You

<http://amzn.to/2DbSpGh>

3- Predictably Irrational, Revised and Expanded Edition: The Hidden Forces That Shape Our Decisions

<http://amzn.to/2oYWyJe>

Other sources:

1. Are we in control of our own decisions?

- https://www.ted.com/talks/dan_ariely_asks_are_we_in_control_of_our_own_decisions?language=en#t-1022045

2. Predictably Irrational - basic human motivations: Dan Ariely

- <https://youtu.be/wfcro5iM5vw>

3. The Decoy Effect

- <https://youtu.be/33aaQdtD20k>

4. Constructing Pricing Strategy For Subscription Products

- <https://conversionxl.com/blog/constructing-pricing-strategy-for-subscription-products/>

To your Massive success

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