



9. Textbook:

*Principles of Pricing: An Analytical Approach* (Cambridge University Press) – Rakesh V Vohra,  
Lakshman Krishnamurti.

This is the main textbook for the course. We will also draw some material from the text "*How to Price*" by Oz Shy (Cambridge University Press) .

Dated: 22/7/2024 Proposer: Vinay Ramani

Dated: 22/07/2024 DPGC Convener: [Signature]

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The course is approved / not approved

[Signature]  
22/7/24  
Chairman, SUGC/SPGC

Dated: \_\_\_\_\_