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Buffalo. K. Sudhir is a Professor of
Marketing at the Yale School of
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Dinesh K. Gauri Dhruv Grewal Extreme
cherry pickers are customers who seek
price deals and excessively avail

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themselves of deep discount offers, which generates negative profits for retailers.

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Talukdar (2008), "The Temporal and
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226-240. 1 Dinesh K. Gauri is an
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Dr. Dinesh Gauri is a Professor of
Marketing, Walmart Chair in Marketing,
and Executive Director of Retail
Information at Sam M. Walton College

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of Business at University of Arkansas in Fayetteville. He was a faculty member at Syracuse University prior to joining the Sam M. Walton College of Business.

K. SUDHIR

Dinesh K. Gauri, Minakshi Trivedi, Dhruv Grewal Two powerful, highly effective strategic tools that retailers possess involve pricing and store format decisions. From the several strategic choices available for each decision, a retailer can choose any combination.

Dinesh K. Gauri | University of Arkansas, AR | U of A ...

K. Sudhir's research with Dinesh K. Gauri and Debabrata Talukdar (SUNY Buffalo) on the perceived prevalence of extreme price shoppers in grocery stores was cited in multiple publications, including Marketing Daily, Progressive

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Grocer, and Supermarket News.

According to Sudhir, et al's study, only 1% of grocery stores' customers fit into the "super-cost-conscious" category and ...

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Dinesh K. Gauri is a doctoral student and Debabrata Talukdar is an Associate Professor of Marketing at SUNY,

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