

## Accepted Manuscript

Optimal Pricing and Composition of Multiple Bundles: A Two-Step Approach

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PII: S0377-2217(16)30916-X  
DOI: [10.1016/j.ejor.2016.11.010](https://doi.org/10.1016/j.ejor.2016.11.010)  
Reference: EOR 14089



To appear in: *European Journal of Operational Research*

Received date: 2 July 2015  
Revised date: 1 November 2016  
Accepted date: 1 November 2016

Please cite this article as: Alejandro Cataldo, Juan–Carlos Ferrer, Optimal Pricing and Composition of Multiple Bundles: A Two-Step Approach, *European Journal of Operational Research* (2016), doi: [10.1016/j.ejor.2016.11.010](https://doi.org/10.1016/j.ejor.2016.11.010)

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**Highlights**

- We model the problem to determine the optimal composition and pricing of multiple bundles.
- We take advantage of the problem's mathematical structure to develop a two-phase solution approach.
- The optimal price of each bundle depends on the composition of all the other bundles.
- We demonstrated that the marginal utility of composing an additional bundle is always non-negative.

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