


2,353 Views | 11 CrossRef citations to date | 0 Altmetric

Articles

The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices

Kimberly Mathe-Soulek , Matt Krawczyk, Robert J. Harrington & Michael Ottenbacher
Pages 100-117 | Published online: 29 Oct 2015

 Cite this article  <https://doi.org/10.1080/10454446.2014.949996>

 Check for updates

Sample our Economics, Finance, Business & Industry Journals
>> [Sign in here](#) to start your access to the latest two volumes for 14 days

 Full Article  Figures & data  References  Citations  Metrics

 Reprint

We Care About Your Privacy

We and our 876 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

 I Accept

Reject All

Show Purpose



the customer segment, main product line and have a promotions e. As an personal

conditions effects.

Related research

- People also read
- Recommended articles
- Cited by 11

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate

Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Help and information

- Help and contact
- Newsroom
- All journals

Keep up

Register to receive updates by email

 Sign up



Copyright

Accessib

Registered
5 Howick Pl

or & Francis Group
orma business

