**Discussion Forum - Pricing for the Chinese Market**

**After reading the "Cultural Superstitions and the Price Endings Used in Chinese Advertising" article, post your pricing recommendations for a local company (based in Philadelphia) planning to enter the Chinese market.**

**Article:** [**https://www.jstor.org/stable/25048935?seq=1#page\_scan\_tab\_contents**](https://www.jstor.org/stable/25048935?seq=1#page_scan_tab_contents)