

**Alexander Rings**

# Restructuring Ticket Pricing Policies by Implementing Innovative Pricing Strategies for Bundesliga Clubs

A Value-Based Approach

**Master's Thesis**

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**COLOGNE BUSINESS SCHOOL (CBS)**

**Restructuring Ticket Pricing Policies by  
Implementing Innovative Pricing  
Strategies for Bundesliga Clubs –  
A Value-Based Approach**

**Master Thesis**

in partial fulfilment of the requirements for the degree of

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with specialisation in Marketing Management

Alexander Rings

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