

Was the Pay What You Want (PWYW) strategy a good decision for Radiohead? Why or why not?

The Pay What you want strategy was a good decision for Radiohead. Radiohead was able to sell additional box sets which they wouldn't been able to sell otherwise through this action and they got significant promotion because they were the first to involve this model.

What could Radiohead have done to make this strategy more effective?

In order to improve the strategy, Radiohead could have opted for limiting the time that was available to sell it this way (either limit the time this was available or limit the numbers of copies that could be sold this way) a scarcity would have been created which could have driven up price.

Is the PWYW strategy something that could be employed by more traditional firms?

PWYW is hard to employ for more traditional firms as the marginal cost for the product tends to be higher.