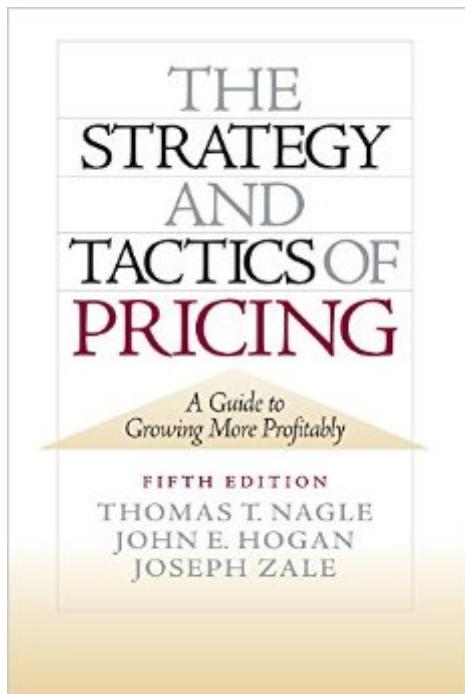


The book was found

The Strategy And Tactics Of Pricing: New International Edition



Synopsis

For undergraduate introduction to Market Pricing courses. A comprehensive and practical, step-by-step guide to pricing analysis and strategy development. The Strategy and Tactics of Pricing shows readers how to manage markets strategicallyâ "rather than simply calculate pricing based on product and profitâ "in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in todayâ "TMs markets. Features: NEW! Show students how proper pricing can increase profitabilityâ "New Chapter on Price Implementation. A completely new chapter on implementing pricing strategy identifies the challenges involved in embedding strategic pricing principles within an organization. This chapter also describes how managers can lead a structured change process to build a more profitable commercial organization. NEW! Offer access to pricing softwareâ "Three-Month Trial of LeveragePoint Software. This edition is now available with software for creating and communicating economic value estimations systematicallyâ "from LeveragePoint Innovations Inc. While versions of this software that enable sharing require corporate contracts for access, versions for individual student and practitioner use are available without charge for three months with the purchase of The Strategy and Tactics of Pricing.Â NEW! Make pricing theory relativeâ "Updated Examples of Pricing. Helping connect pricing theory to what students are familiar with, this edition includes updated examples with more topical illustrations of current pricing challenges such as: â ¢Â Â iPhone pricing â ¢Â Â New models for pricing music â ¢Â Â Services pricing NEW! Present the latest informationâ "Heavily Revised Chapters. The revised chapter on Pricing Policy provides a theoretically-grounded framework to describe specific policies for managing price changes for situations such as:-Cost-based price increases -Price reductions in a recession-Discounts The chapter on Value Creation now addresses the difference between how to consider value when it is driven by tangible monetary drivers (saving money on gas) versus the more subjective psychological drivers (doing the right thing for the environment). The chapter on Value and Price Communication has been substantially revised to describe how to communicate value in a wide variety of product and customer contexts. This chapter also demonstrates how to target communications to affect specific behaviors throughout the customerâ "TMs buying process. The chapter on Price Setting has been expanded to provide a robust process for setting prices that can be widely applied to consumer and business markets.

Book Information

File Size: 5909 KB

Print Length: 352 pages

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge; 5 edition (August 23, 2016)

Publication Date: August 23, 2016

Sold by: Digital Services LLC

Language: English

ASIN: B01KZU2OIU

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #163,878 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #14

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #16

in Kindle Store > Kindle eBooks > Business & Money > Industries > Purchasing & Buying #44

in Books > Business & Money > Processes & Infrastructure > Purchasing & Buying

Customer Reviews

Disclosure - I worked with Tom Nagle, John Hogan and Joe Zale at Monitor Group and continue to work with them at LeveragePoint, where we are coding many of their ideas into software tools, so my review may be a bit biased. This is a major update of the classic book on strategic pricing, a book that introduced many of us to the field and that taught us how to think about customer value and how it relates to price. In my case, this book also helped me to sharpen my understanding of pricing, segmentation and bundling and changed how I thought about sunk costs and pricing. If I had read this book ten years ago I would be a wealthier person today. What's New in the Fifth Edition? A completely new chapter on "Pricing Strategy Implementation" identifies the challenges involved in embedding strategic pricing principles within an organization and describes how managers can lead a structured change process to build a commercial organization more consistently focused on value creation, for the firm and its customers. The revised chapter on "Pricing Policy" provides a theoretically grounded framework to describe specific policies for managing price changes for a variety of situations including raw material cost increases, demand recessions, and new product launches. The chapter on "Value Creation" for the first time addresses explicitly how to deal with value differently when it is driven by subjective psychological drivers (such as doing the right thing).

for the environment) rather than by tangible monetary drivers (for example, saves money on fuel). The chapter on "Value and Price Communication" has been substantially revised to describe how to communicate value in a wide variety of product and customer contexts.

[Download to continue reading...](#)

The Strategy and Tactics of Pricing: New International Edition The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making The Strategy and Tactics of Pricing: A Guide to Growing More Profitably Etsy Empire [Updated Fall 2016]: Proven Tactics for Your Etsy Business Success and Selling Crafts Online, Including Etsy SEO, Etsy Shop Building, Social ... and Etsy Pricing Tips (Almost Free Money) Etsy Empire: Proven Tactics for Your Etsy Business Success, Including Etsy SEO, Etsy Shop Building, Social Media for Etsy and Etsy Pricing Tips (Almost Free Money) (Volume 7) Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics Nuclear Strategy in the Modern Era: Regional Powers and International Conflict (Princeton Studies in International History and Politics) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students Firefighting Strategy and Tactics 2012 International Plumbing Code (Includes International Private Sewage Disposal Code) (International Code Council Series) Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures Menu: Pricing and Strategy Option Strategy Risk / Return Ratios: A Revolutionary New Approach to Optimizing, Adjusting, and Trading Any Option Income Strategy International Energy Markets: Understanding Pricing, Policies, and Profits

[Dmca](#)