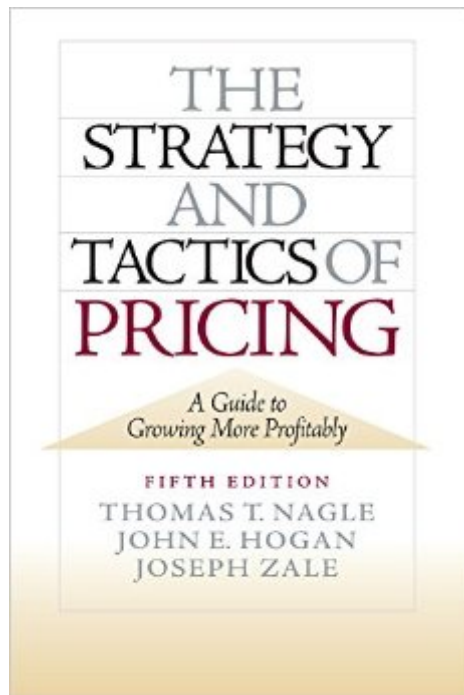


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The Strategy And Tactics Of Pricing: New International Edition



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 strategically rather than simply calculate pricing based on product and profit 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 today's markets. Features: NEW! Show students how proper pricing can increase profitability. 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 software. Three-Month Trial of LeveragePoint Software. This edition is now available with software for creating and communicating economic value estimations systematically 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. NEW! Make pricing theory relative. 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: iPhone pricing New models for pricing music Services pricing NEW! Present the latest information. 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 customer's 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

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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.

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