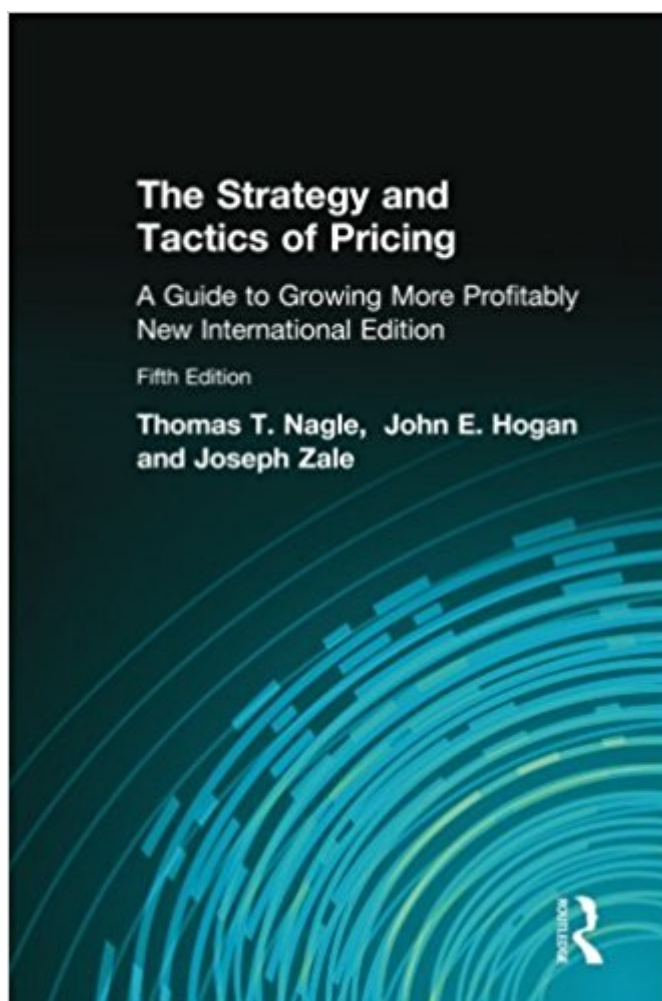


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The Strategy And Tactics Of Pricing: New International Edition



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

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Customer Reviews

KEY BENEFIT: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.
KEY TOPICS: Strategic Pricing; Value Creation; Price Structure; Price and Value Communication; Pricing Policy; Price Level; Pricing Over the Product Life Cycle; Pricing Strategy Implementation; Costs; Financial Analysis; Competition; Measurement of Price Sensitivity; Ethics and the Law
MARKET: For those interested in learning about market pricing. --This text refers to the Hardcover edition.

Since the first edition in 1987, Tom Nagel's "The Strategy and Tactics of Pricing" has been the standard pricing text and an indispensable guide to value-oriented pricing for students and practitioners alike. All the major pricing topics are expertly covered with a good balance between theory and practice. As one very interested in this important topic and about to publish his own pricing book, I can highly recommend this work as there is nothing comparable on the market today.

Needs a Kindle version. A lot of information from the older editions have been edited out which is a shame because they were very good.

HATE marketing but this book was clear and it actually helped me understand more about marketing

good book. I used it for my pricing class while getting my master's degree

As a buyer: I'm understanding why stores offer me certain prices and discounts, and why I choose what I choose...As a seller (reason why I bought the book): This book is very professional. Goes straight to the point. Very organized structure. Evidently, it is written for people who are already in the business, not for new entrepreneurs. I'm highlighting many things because this is one of those books that you want to carry with you and use it as reference...

It was functional for what I needed it for.

This book is easy to read and very informative. Gave me tremendous new insights into how pricing works. My only complaint would be the price is kind of steep for the size of the book.

The content of the book is five stars. It loses one star for the tiny font, and general quirkiness derived from what I attribute to a lack of optimization to the Kindle.

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