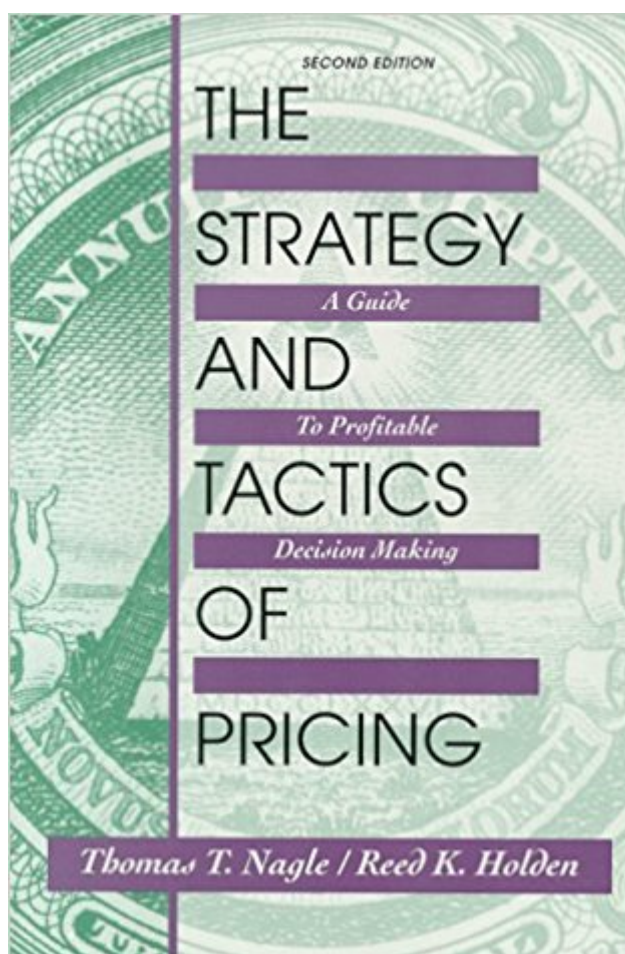


The book was found

Strategy And Tactics Of Pricing: A Guide To Profitable Decision Making (College Version) (2nd Edition)



Synopsis

This entire book is a practical guide loaded with topical examples. As in the first edition, *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making, Second Edition* shows how sound analysis could have prevented some well-known pricing failures and, in other cases, has pointed the way to profitable successes! Nagle and Holden offer a conceptual approach that helps readers learn how to THINK about pricing, and include step-by-step formulas and procedures that show readers HOW to analyze a pricing problem and formulate a pricing strategy. A sampling of topics includes advice on how to understand how costs affect your pricing and profits, integrate costs with market-based pricing, integrate the elements of profitability, capture full value through price segmentation, adapt strategy in a changing life-cycle environment, develop models to aid in anticipating purchase behavior, and determine the constraints on profit maximization.

Book Information

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Customer Reviews

Practical in focus and lively in style, this text provides a comprehensive, managerially-focused guide to formulating pricing strategy.

Practical in focus and lively in style, this book provides a comprehensive, managerially-focused guide to formulating pricing strategy. Explains ideas and concepts that are essential to integrate pricing successfully into marketing strategy and that should be part of every marketer's repertoire. It emphasizes the actual process of making pricing decisions. It develops a procedure for pricing that is consistent with the economics, but also incorporates the psychological aspects of price sensitivity

and the recognition that managers must make decisions with incomplete information. For readers interested in pricing strategy or managerial economics.

Professionally I needed to learn about pricing tactics and strategy behind it as we were involved in evaluating performance. This book helped me look at things from many different perspectives as I formed my own strategy.

excellent book. Great condition and content

Very easy to understand complex concepts for someone with a science background

ok

This book is great if have the smarts to relate it specific to your needs. Great read so far and have already used some of the suggestions.

This book is packed with very useful advice. It forces you to consider aspects of pricing that would typically be ignored. As a bonus, the book doesn't read like a textbook.

Nagle and Holden cover more in fewer pages than any other authors on the topic.

This is the best discussion on pricing strategy and tactics I've read. This book is not a light read. It's packed with the development of pricing models, some case studies, and lots of really deep analysis. This book is a must read for anyone involved in pricing products. Lots of useful real-world issues.

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