

## Strategy Tactics Pricing Growing Profitably

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The Strategy and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves.

The Strategy and Tactics of Pricing: A Guide to Growing ...

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The Strategy and Tactics of Pricing | Taylor & Francis Group

Setting a price is difficult, and the decisions too often reflect unclear leadership and misleading data. Strategic pricing prioritizes profitability. Costs and competition are important considerations but not the drivers of effective pricing strategy because changes in prices alter volume and impact costs.

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Strategy and Tactics of Pricing has served as the leading authority on strategic pricing. Co-authors Thomas Nagle and Georg Müller are two of Deloitte's thought leaders on the topic of pricing and revenue management, leveraging decades of experience in advising high-profile businesses on how to drive organic growth profitably through strategic revenue management.

The Strategy and Tactics of Pricing - Deloitte United States

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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 Strategy and Tactics of Pricing: New International ...

The Strategy and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves. This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure ...

The Strategy and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves. This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure to the topics. Readers will also benefit from: Major revisions to almost half of the chapters, including an expanded discussion of big data analytics and a revised chapter on "Specialized Strategies", which addresses timely technical issues like foreign exchange risks, reactions to market slumps, and managing transfer prices between

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independent profit centers. A completely rewritten chapter on "Creating a Strategic Pricing Capability", which shows readers how to implement the principles of value-based, strategic pricing successfully in their organizations. In-chapter textboxes, updated to provide walk-through examples of current pricing challenges, revenue models enabled by an increasingly digital economy, and advances in buyer decision-making, explained through classic principles that still apply today. Chapter summaries and visual aids, which help readers grasp the theoretical frameworks and actionable principles of pricing analysis. This comprehensive, managerially-focused text is a must-read for students and professionals with an interest in strategic marketing and pricing. A companion website features PowerPoint slides and an instructor's manual, including exercises, mini-cases, and examination questions.

The practical guide to using pricing and profitability management to build a better business A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needs—and this book will show you how.

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.

Time-tested strategies for making the best possible pricing decisions and gaining an unbeatable competitive advantage Pricing is one of the most important—and difficult—marketing problems companies face when launching new products. Unfortunately, the research that goes into making optimal pricing decisions is a very time-consuming process—unless, that is, you can afford to pay a consultant or outside agency to do it for you. But if you're like most small-to medium-sized business owners and managers, time and money are two things you absolutely don't have to spare. Problem solved: Written

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by a nationally recognized pricing expert, this book arms you with proven strategies for guaranteeing that you'll never again leave money on the table when determining prices. And you'll spend the least possible time setting your more profitable prices. Packed with valuable worksheets and other valuable tools to help guide your research and your pricing decision-making. A goldmine of expert tips for pricing in any specialty market, it offers a highly effective way to market your company's product more effectively and profitably. Shows you how to avoid making your competitors' pricing mistakes and gain a powerful competitive edge in the process. The author uses examples drawn from her years of consulting work with companies large and small, including Food Network, American Express Publishing, and Playboy.

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.

Are you missing opportunities for growth that are right in front of you? In today's volatile economic environment, filled with uncertainty and sudden change, the forces pushing you to stay focused on the core business are extremely powerful.

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Profiting from the core is crucial, but the danger is that overfocus on the core can blind companies. Scanning the horizon for new markets and new products can also be tempting, but risky. Fixating too much on either strategy can cause you to miss the substantial opportunities for growth that are often hidden in plain sight, at the edge of the core business. In this insightful yet practical book, strategy experts Alan Lewis and Dan McKone articulate a mindset that helps leaders recognize and capitalize on these opportunities. The Edge Strategy framework challenges how the boundaries of your existing products and services map to your customers' views of the world and then provides three different lenses through which you can see and leverage value: □ Product edge. How to capture incremental profits and other benefits by slightly altering the elements and composition of a core offering □ Journey edge. How to create and capture extra value by adjusting your role in supporting the customer's journey to and through your offering □ Enterprise edge. How to unlock additional value from resources and capabilities that support your core offering by applying them in a different context, for a different offering or different set of customers With engaging examples across many industries, Lewis and McKone coach you on how to identify and assess each of the different "edges" and then provide concrete insights and advice on applying edge strategy and tactics to use in specific business contexts. The book concludes with a ten-step process to help executives and managers find and leverage the edges in their own companies. Edge Strategy is the concise, hands-on guide for growing your business by getting more yield from assets already in place, relationships already established, and investments already made.

How do leaders, managers, and proprietors go about the essential task of setting prices? What biases enter into this process, and why? How can a business debias its price setting to become more productive, strategic, and profitable? Combining perceptive insights from behavioral economics with leading-edge ideas on price management, this book offers a new approach to pricing. Gerald Smith demonstrates why understanding, reframing, and refining everyday pricing processes—a firm's or manager's pricing orientation—results in a better long-term pricing strategy. He explores how pricing actually happens in practice and shows how to identify and remove the psychological blinders that cause suboptimal decisions and policies. Smith details how to improve pricing orientation by combining the soft behavioral skills that intuitively shape and refine pricing practice with the hard analytic skills that guide and structure pricing strategy. The result is more rational and more profitable pricing—with respect to not only revenue and profitability but also employee productivity and customer satisfaction. Offering an accessible and actionable model, *Getting Price Right* is the first book to apply behavioral economics to managerial price setting. It is a must-read for corporate business leaders, thought leaders, and professionals interested in advances in pricing and for managers, entrepreneurs, proprietors, and small and midsize business owners whose everyday work involves pricing.

"Let your social and environmental conscience be your guide" can be a successful and durable strategy for a firm. This is the first book to explain how following a vision for the earth and for society can be a powerful route to profits for small and medium sized companies. *Companies on a Mission* explains that mission-driven companies appreciate and leverage

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traditional strategic principles—with a twist—to win in the marketplace. By clearly and pragmatically laying out this argument, author Michael V. Russo crystallizes for enlightened businesses what Michael Porter made clear for mainstream firms years ago. The book shows that a mission-driven approach creates significant barriers to imitation by larger, established rivals. Mission-driven firms build their brands on authenticity. Only you are you. And, authenticity builds customer loyalty. Later in the book, Russo moves beyond the firm level to look at these companies in context. He finds, for instance, that just as specific industries often develop in geographic clusters, mission-driven companies also aggregate. But, they put down roots where other businesses are pursuing complementary goals. Portland and the Bay Area are two such hotbeds. This allows for cooperation, as opposed to breeding stiff competition. The rise to prominence of mission-driven companies like Patagonia, Seventh Generation, Kettle Foods, and Calvert Group is undoubtedly the result of powerful trends in consumer markets, including the rise of conscious consumerism, the transparency movement, and fallout from global competition. Most books that address social and environmental issues are focused on large corporations, crafted as autobiographies by CEOs, or written as moral calls to action without regard for the bottom line. *Companies on a Mission* both chronicles a movement and provides grounded guidance to entrepreneurs and managers who wish to join the wave. For these readers, this book is a one-of-a-kind bible.

*Building Routes to Customers* explains the powerful “Routes-to-Market” approach for driving profitable growth. World-class organizations including IBM, Microsoft, HP, Cisco, Hitachi, Adobe and Plantronics, and hundreds of smaller companies, have adopted RTM to develop and execute highly successful go-to-market strategies and tactics. With a step-by-step approach and dozens of examples, the authors show how you can use RTM to: (1) Determine the optimal level of spending for each function in marketing, sales and customer service, for each market segment, product and service. (2) Optimize your marketing mix and sales and distribution channels to maximize revenue and profitability throughout the product life cycle. (3) Get everyone in product management, marketing, sales, customer service, and your distribution partners aligned and working together to maximize results. (4) Get the right products and services to the right customers at the right time. (5) Retain existing customers and create profitable new ones.

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