

Read Book The Designers Guide To Marketing And Pricing How Win Clients What Charge Them Ilise Benun Pdf For Free

Priced to Influence, Sell & Satisfy: Lessons from Behavioral Economics for Pricing

Success Sep 23 2022 Pricing holds the key to business success. The greatest challenge in pricing is the human factor. To price effectively, customer psychology usually trumps rational microeconomic thinking. * How did Subway turn one accidentally discovered price promotion into a multi-billion dollar success story? * How much knowledge of prices do customers really have? * Why do most people spend two months' salary to buy an engagement ring? * Does Pay What You Want pricing really work? * How can you get your customers to trade up? * Why do Supreme t-shirts sell for \$1,500 or more? * Why do so many consumers hate Uber's surge pricing even though economists love it? In *Priced to Influence, Sell & Satisfy*, you will find answers to these and many more questions. The book introduces the latest thinking about Psychological Pricing, the science of designing effective pricing strategies using behavioral economics principles. You will learn how customers search for, evaluate, share, and use prices in their buying decisions, how they participate in setting prices, and what managers can do to understand and influence these processes. Psychological pricing actions are levered. Many of them require relatively small investments and produce disproportionately large returns to the business.

[Pricing for Profit](#) Mar 25 2020

Retail Pricing Strategies and Market Power Dec 23 2019 This study of retail pricing strategies presents information on the practices used in a variety of sectors, such as supermarkets, banks and airlines. His analysis rests on several basic concepts which are introduced in the book.

Smarter Pricing Apr 26 2020 The most neglected element of the marketing mix can have an unrivalled impact on the bottom line. Smarter Pricing helps managers make more intelligent pricing decisions, implement pricing strategies and structures more effectively in the market and capture more value for their business. At no time has effective pricing been more significant. Buyers are getting stronger, markets more transparent, and manufacturers in new powerhouses such as China, are becoming more and more competitive. Recent McKinsey survey of 2500 companies calculated that a 1% increase in price improves operating profit by 11.1%. Smarter Pricing is a good, hands-on book on pricing for practising managers, providing a developed mix of techniques through international examples from a range of sectors that bring pricing theory into a real-world context. Smarter Pricing joins the developing suite of FTPH books offering executives focused and practical advice on decisive business challenges. Smarter Pricing is a fast and focused companion to practical price management, for executives and marketers in every sector.

[Principles of Pricing](#) Jul 22 2022 "Many businesses focus on driving volume or reducing costs rather than increasing price under the mistaken belief they have greater control over volume and costs than price. Yet, a 1% increase in price (holding volume fixed) has a greater impact on operating profit than a 1% increase in volume or a 1% decrease in cost. By not seizing the initiative on price, businesses abrogate decisions about price to competitors, customers, and the channel. A careful analysis and understanding of those same actors could help them price in a more profitable manner. Hence, this book, which is designed to communicate the fundamental principles of pricing. In marked contrast to other books on pricing, this one is based on economic theory. This is not to deny the value to be had from looking at pricing through other lenses. It is simply that these other lenses do not yet provide a systematic and organized way to think about pricing. Economic theory does. Its power is not in the provision of to-do lists or the Gradgrind-like accumulation of facts.⁸ Rather, it is in generating the right questions to be asked. Both our own experiences and that

related to us by our students who have taken our classes has confirmed us in this view. A second point of contrast with other treatments of pricing is that we convey principles through stylized examples rather than anecdotes"--Provided by publisher.

Marketing Decision Making and the Management of Pricing Jan 04 2021

Marketing Metrics Jun 08 2021 Few marketers recognize the extraordinary range of metrics now available for evaluating their strategies and tactics. In *Marketing Metrics*, four leading researchers and consultants systematically introduce today's most powerful marketing metrics. The authors show how to use a "dashboard" of metrics to view market dynamics from various perspectives, maximize accuracy, and "triangulate" to optimal solutions. Their comprehensive coverage includes measurements of promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and profits; products and portfolios; customer profitability; sales forces and channels; pricing strategies; and more. You'll learn how and when to apply each metric, and understand tradeoffs and nuances that are critical to using them successfully. The authors also demonstrate how to use marketing metrics as leading indicators, identifying crucial new opportunities and challenges. For clarity and simplicity all calculations can be performed by hand, or with basic spreadsheet techniques. In coming years, few marketers will rise to senior executive levels without deep fluency in marketing metrics. This book is the fastest, easiest way to gain that fluency.

Price Management Jun 20 2022 In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of "price theory" and "price policy," the authors coined the term "price management" to represent a holistic approach to pricing strategy and tactical implementation. They remind us that the Ancient Romans used one word, *pretium*, to mean both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a "bible" for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for *Price Management* "This book is truly state of the art and the most comprehensive work in price management." - Prof. Philip Kotler, Kellogg School of Management, Northwestern University "This very important book builds an outstanding bridge between science and practice." - Kasper Rorsted, CEO, Adidas "This book provides practical guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty." - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

Price for Growth Oct 01 2020 *Price for Growth* The most important objective of any pricing strategy should be to improve the value of the company. But without a practical framework for connecting pricing strategies to company value, most companies fall back to the default pricing strategy of margin expansion, which can undermine the growth and retention of valuable customer relationships needed to power sustainable profit growth to maximize company value. Price for

Growth explains in pragmatic terms how and why growth-focused pricing strategies typically outperform profit-focused pricing strategies, when it comes to increasing long-term company value. It promises to challenge conventional thinking about traditional profit-driven pricing strategies. With over twenty years' experience leading, designing, selling, and implementing pricing solutions used by hundreds of companies, the author provides practical insights and a prescribed step-by-step approach to transform pricing strategies to the growth-focused strategies necessary to capture, retain, and grow customer relationships in the new reality of digitally enabled customers. He makes concepts easy to understand through the use of "case parables" to illustrate key points. After establishing the foundation of the "five sacred metrics of pricing success," which directly connect to the value of the company, he demonstrates how to utilize these metrics to identify the highest impact opportunities to grow the value of the company through focused pricing strategies. This is followed by the building blocks of successful pricing strategies based on the respective improvement objective, including strategies to increase customer acquisition, increase existing customer revenues, reduce customer churn, expand margins, or reduce risk. Price for Growth is a must read for any CEO, CFO, or any other executive / manager who has responsibility for pricing and growth at any company who sells to repeat customers. Those who purchase the book can gain access to a companion website which includes downloadable example tools, presentations, and price communication templates to aid in the implementation of the recommended approaches at the reader's own company.

Impact Pricing: Your Blueprint for Driving Profits Aug 30 2020 Is your price right? Every business owner is haunted by this fundamental question. Mark Stiving draws upon more than 20 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price - it's the most powerful marketing tool you have - and the least understood. Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans. Be empowered to strengthen your pricing structure to withstand any conditions, dramatically elevating your company performance, position, and profits for long-term success. Learn how to: - Set prices that drive your market position - Implement value-based pricing to charge what customers are willing to pay - Use price segmentation to leverage value and capture new business - Cash in on complementary products and product versions with portfolio pricing - Correctly use costs to make profitable pricing decisions Second printing

Pricing Strategies Apr 30 2023 "The primary theme of Pricing Strategies is that pricing should be guided by the marketing concept, which indicates that success is achieved through a focus on the needs and sensitivities of the customer. This customer-focus theme is evident throughout the text. The author helps to overcome the mathematical anxieties of students with an intuitive approach to understanding basic pricing concepts, and presents mathematical techniques as simply more detailed specifications of these concepts"--Provided by publisher.

Confessions of the Pricing Man Apr 18 2022 The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to

Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

Key Concepts in Marketing Jan 22 2020 `If you want a clear, well written and authoritative introduction to the ideas and concepts that underpin the marketing discipline, this is the book for you' - Emeritus Professor Michael J Baker `Each section draws the reader in to the story - the what and why of marketing, and also deals well with how. While it is educational and informing it is also a jolly good read' - Heather Skinner, Principal Lecturer, Glamorgan Business School The perfect quick reference text for your marketing course, Key Concepts in Marketing introduces and examines the key issues, methods, models and debates that define the field of marketing today. Over 50 essential concepts are covered, including the marketing mix, branding, consumerism, marketing communication and corporate image. Each entries features: - Useful definition box - Summary of the concept - A broader discussion - Examples and illustrations - Key literature references This extremely readable and accessible format provides the reader a wealth of information at their fingertips, and provides a valuable reference to any student of marketing. The SAGE Key Concepts series provides students with accessible and authoritative knowledge of the essential topics in a variety of disciplines. Cross-referenced throughout, the format encourages critical evaluation through understanding. Written by experienced and respected academics, the books are indispensable study aids and guides to comprehension.

The Strategy and Tactics of Pricing Oct 25 2022 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.

The Psychology of Price May 08 2021 How to Use Price to Increase Demand, Profit and Customer Satisfaction HOW SMART IS YOUR PRICING? For any business, deciding how much to charge for a product or service is crucial. By gaining an insight into the way consumers think and purchase, you can generate more demand, more customer value - and more profit. MAXIMIZE REVENUE • How do unwanted products Influence what customers expect to pay? • How does offering extras for free dramatically increase Perceived Value? • Why does changing the timing of a payment make people pay 50% More? TRIED AND TESTED TECHNIQUES Written by the founder of Inon, a leading pricing consultancy, whose clients range from the BBC and Grant's Whisky to Alzheimer's Disease International and HM Treasury, *The Psychology of Price* provides an insight into the strategies used by multinational corporations. Leigh Caldwell is a pricing expert and leading researcher in behavioural economics, writing the UK's most popular behavioural blog (www.knowingandmaking.com) and appearing as a frequent guest on BBC News. By background a mathematician and economist, he is the founder and chief executive of Inon, the UK's leading pricing consultancy.

Marketing Decision Making and the Management of Pricing Dec 15 2021 "This book provides the latest research studies, market analysis, and best practices utilized in emerging markets to gain competitive advantage and market leadership"--Provided by publisher.

Pricing for Profit Nov 25 2022 Many small business owners are trapped by industry pricing and market misconceptions, when they could be compensated for the true value of the product or service being offered. The low price they feel compelled to offer limits their ability to generate profits which, in turn, slows their response to changing customer needs. The good news is that a business can command almost any price it chooses by focusing on the value—not the cost—to the customer. *Pricing for Profit* shows businesspeople how to break out of the stranglehold of industry pricing and charge more for their wares (regardless of the competition) without alienating their customers. Readers will learn how to: • Quantify the value of their products or services • Distinguish between price buyers and value buyers • Bundle their offerings for competitive advantage and increased customer value • Craft a powerful marketing message that communicates value • Generate more unit sales and close more sales overall, at higher prices • Make more money with less effort Filled with easy-to-use formulas, sample scripts, clear examples, instructive exercises, and more, this accessible and practical guide is a must-read for businesspeople who want to be well-paid for the value they provide.

The Designer's Guide To Marketing And Pricing Jan 28 2023 Do what you love and make money! *The Designer's Guide to Marketing and Pricing* will answer all the common questions asked by designers trying to stay afloat in their creative business - and also successful designers who want to put a little more thought into their operations. Whether you're a freelancer, an aspiring entrepreneur or a seasoned small-business owner, you'll learn everything you need to know about how to market and price your services. This book shows you how to: learn which marketing tools are most effective and how to use them create a smart marketing plan that reflects your financial goals plan small actionable steps to take in reaching those financial goals determine who your ideal clients are and establish contact with them turn that initial contact into a profitable relationship for both of you talk to clients about money and the design process - without fear figure out a fair hourly rate and give an accurate estimate for a project You'll learn the ins and outs of creating and running a creative services business - the things they never taught you in school. Plus, there are useful worksheets throughout the book, so you can apply the principles and formulas to your own

circumstances and create a workable business plan right away.

Pricing, Online Marketing Behavior, and Analytics Mar 06 2021 Over the past few decades marketing practices have shifted with the sudden growth of social media and the proliferation of devices, platforms, and applications. This rapidly changing environment presents new opportunities and challenges for marketers, who need to stay up to date with the development of e-marketing. Viglia instructs readers in the theories and practices of online marketing; detailing the characteristics, consumer behaviors, and differences between platforms, analytics, and pricing strategies of new media. Pricing, Online Marketing Behavior, and Analytics covers many different aspects of how online marketing works and its continuous evolution. Case studies and examples are used throughout the book to outline theories and explain e-marketing characteristics in a practical way.

Smart Pricing Oct 13 2021 In Smart Pricing, Wharton professors and renowned pricing experts Jagmohan Raju and John Zhang offer a powerful alternative to traditional pricing models. The authors focusing on a new set of influencers in pricing strategy: consumer psychology, economics, and marketing. To do so, they draw on their own breakthrough pricing research, as well as their most recent work helping enterprises rethink their approaches to pricing. Raju and Zhang make pricing more tangible and concrete by revealing innovative strategies that are helping companies create and capture more value and more new customers. Readers will discover restaurants where customers set the price... how Google and other high-tech companies have used pricing to remake whole industries... how executives in China have made an art of initiating and fighting price wars, in spite of the conventional Western wisdom that price wars are risky. Replete with examples from contemporary business, this book heralds a revolution in how companies establish pricing and measure its effectiveness.

Cambridge Marketing Handbook: Pricing Points Feb 14 2022 Pricing is an emotive and complex topic, demanding an understanding of a number of domains of business knowledge. In this accessible handbook we present practical information and tools to enable the reader to make important decisions knowledgably and confidently, and to explain these decisions to colleagues. The material has a strong Value theme throughout as every pricing decision should be taken within the context of customer value. Cambridge Marketing Handbook: Pricing Points explores essential knowledge and important theory on topics including value, economics, accounting and segmentation. It covers conventional and novel approaches to pricing (competition, cost, value-based and dynamic methods) with contemporary illustrations from B2B, B2C and B2B2C. Real company examples throughout the book are drawn from global consulting practice with major enterprises and state of knowledge content from international conferences.

The ROI of Pricing Apr 06 2021 As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results, but also to document its impact to the bottom line. A fundamental part of this is the pricing ROI calculations. This book, edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu, is the first to outline contemporary theories and best practices of documenting pricing ROI. It provides proven methods, practices and theories on how to calculate the impact of pricing activities on performance. Marketing ROI is now a common concept: this collection proves to do the same for pricing. Hinterhuber & Liozu introduce the concept of pricing ROI, documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future - in times of budget constraints. 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much-needed light on how to measure and increase pricing ROI. This groundbreaking book will enlighten students and specialists of marketing and sales, pricing managers and executives alike.

Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures

Dec 27 2022 Show students how to use pricing decisions to maximize a firm's profits by creating and capturing customers. **PRICING STRATEGY: SETTING PRICE LEVELS, MANAGING PRICE DISCOUNTS AND ESTABLISHING PRICE STRUCTURES** is written by Tim J. Smith, recognized pricing thought leader and successful principal of a respected pricing firm. The most comprehensive pricing text on the market, **PRICING STRATEGY** highlights the stakeholder's importance in making decisions, as well as key trade-offs to consider when choosing between opposing outcomes. Students will gain a better understanding of the most important influences to consider when making pricing decisions. This text strikes an appropriate balance between quantitative skill sets and the qualitative concepts necessary for business growth. Core concepts are presented in chapters with optional appendices that require more rigorous knowledge of introductory calculus. The book draws the best thinking from numerous disciplines, including marketing, economics, and finance, to deliver a comprehensive presentation that comes alive through numerous case studies, memorable examples, and graphs. Assist students in developing the pricing strategies and skills needed for business success with Smith's **PRICING STRATEGY**. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Price Advantage Mar 18 2022 **The Price Advantage** by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues. The authors demonstrate why pricing excellence is critical to corporate success and profitability, then explain state-of-the-art approaches to analyzing and improving your own pricing strategy for any product or service. Their advice is critical for readers who need to develop pricing strategies that work in both good economic times and bad.

The Strategy and Tactics of Pricing May 27 2020 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.

Pricing Strategy Implementation May 20 2022 This book provides the theories and best practices that enable the translation of value into market price - the effective implementation of pricing strategies. It offers: a best practice overview on how to convert a pricing strategy into superior results; insights from current academic research on driving profits via pricing strategy implementation; examples on how to deal with digital transformation in the context of pricing; tools and insights into how to overcome internal resistance, align the organization, and forge win-win relationships with customers.

Handbook on the Psychology of Pricing Dec 03 2020

Handbook of Pricing Research in Marketing Mar 30 2023 Pricing is an essential aspect of the marketing mix for brands and products. Further, pricing research in marketing is interdisciplinary, utilizing economic and psychological concepts with special emphasis on measurement and estimation. This unique Handbook provides current knowledge of pricing in a single, authoritative volume and brings together new cutting-edge research by established marketing scholars on a range of topics in the area. The environment in which pricing decisions and transactions are implemented has changed dramatically, mainly due to the advent of the Internet and the practices of advance selling and yield management. Over the years, marketing scholars have incorporated developments in game theory and microeconomics, behavioral decision theory, psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research. These chapters, specifically written for this Handbook, cover these various developments and concepts as applied to tackling pricing problems. Academics and doctoral students in

marketing and applied economics, as well as pricing-focused business practitioners and consultants, will appreciate the state-of-the-art research herein.

Smarter Pricing Jan 16 2022

Impact Pricing Feb 23 2020 Is your price right? Every business owner is haunted by this fundamental question. Mark Stiving draws upon more than 20 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price - it's the most powerful marketing tool you have - and the least understood. Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans. Be empowered to strengthen your pricing structure to withstand any conditions, dramatically elevating your company performance, position, and profits for long-term success. Learn how to: - Set prices that drive your market position - Implement value-based pricing to charge what customers are willing to pay - Use price segmentation to leverage value and capture new business - Cash in on complementary products and product versions with portfolio pricing - Correctly use costs to make profitable pricing decisions

Pricing of Products & Services Jun 28 2020 The price of a product or a service is a critical element of the marketing mix. If priced too low, product sales may go up, but the product margin suffers; priced too high, customers look for other alternatives and sales may decline. Despite the critical role price plays in influencing corporate revenue and profit growths, formal training of the pricing function is often missing from business school curriculum. This book provides business students as well as managers necessary tools to make profitable pricing decisions under a variety of real-life contexts current and emerging. It offers a balance of theory, applications, and analytics to achieve the goal of arriving at appropriate pricing decisions in a competitive and changing business environment. The book begins with a framework for pricing decision and utilizes short cases and numerical illustrations to demonstrate how customer valuation, cost, and competition are triangulated to arrive at a feasible price range for a new or an existing product. Theories from economics and psychology provide conceptual foundations for price customization and segmentation, framing price offers to customers, price bundling, and other prevalent pricing practices.

Market-Value Pricing Nov 13 2021 This book highlights essential concepts, models, and processes that help those responsible for making pricing decisions - whether professionally or privately - to effectively engage in product pricing activities. Novel, straightforward and clearly structured, the Blackblot Market-Value Pricing™ Model (MVP Model), introduced in this book, employs a market-value-centric pricing process that offers step-by-step guidance on the managerial decisions that help determine a product's price. This intentionally succinct, highly readable, and practical book provides practitioners with the knowledge and tools they need in order to approach pricing activities in an organized and efficient manner.

Exploding Your Sales: "Advanced Pricing Strategies Goldmine" Aug 23 2022 Let me ask you a question. The last time you launched your own product to sell online, or even offline, how did you come to a conclusion about what price you were going to be selling at? At a guess, I'd probably say you looked at the competition to see what they were charging. While this is a good start, it's far from the whole picture, and you're fumbling in the dark if you looking at competition is the only factor you're taking into account. Did you know you can double your sales volume by doubling your price? I've done it myself, and I'll show you how. Did you also know that 99% of the products I see being sold are too cheap. So much so, that they're putting customers off instead of attracting them (which is no doubt what they think they're doing). Let's dispel some pricing myths and dig right down to the real facts to ensure you get the most cash in your pocket the next time you launch one of your products.

Contextual Pricing: The Death of List Price and the New Market Reality Jul 10 2021 A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS "Contextual Pricing delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full

of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company's products and services." —Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company "To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues." —Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company About the Book: A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in "value." Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy. This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, P&L manager marketing director, sales manager, or entrepreneur, Contextual Pricing shows you how to: Understand how your customer will make buying decisions and the role of pricing in those decisions Establish better, more intuitive prices using context Develop contextual pricing strategies that defeat competitor pricing—how contextual pricing can be the antidote to destructive price wars Harmonize your pricing with branding, product development and channel strategies Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell "hooks" and more Through its illuminating case-by-case studies, Contextual Pricing delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces—and beat the competition through superior tactics, not through lower margins. When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

The Strategy and Tactics of Pricing Jul 30 2020 The Strategy and Tactics of Pricing is the most well-established and influential strategic pricing text available, relied on by practitioners and students globally as a core guide for value-based pricing. The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner. Rather than calculating prices to cover costs or to achieve sales goals, readers will learn to frame more strategic choices that proactively influence customer perceptions of value, manage internal costs, and profitably shift demand curves. This edition features new discussions on harnessing concepts from behavioral economics as well as a refined "value cascade" to help organize the topics covered in this book. Readers will also benefit from: Major revisions to more than a third of the chapters, including an expanded discussion of the role of artificial intelligence and machine learning analytics tools to assist in the evaluation of new pricing opportunities Discussion of many of the new pricing and revenue-recognition models such as consumption-based pricing, outcomes-based pricing, and others An expanded discussion on "Special Topics in Pricing" that cover many of the transformative pricing moves successful companies have made in the past few years in response to major disruptive forces such as the pandemic as well as re-emergent inflation In-chapter textboxes and call-Out to highlight different "pricing concepts in action" using actual examples of companies addressing market challenges. Chapter summaries and visual aids to help the reader better understand the ideas and concepts presented throughout this book. This comprehensive, managerially-focused text is a must-read for students and professionals with an interest in strategic price management and achieving

commercial excellence for their organizations. Additional online resources include PowerPoint slides and an instructor's manual, including exercises, mini-cases, and examination questions.

Setting Profitable Prices Aug 11 2021 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 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.

Pricing Perspectives Feb 26 2023 The world of pricing has been changing at a fast pace. There has been a development of new dynamic pricing strategies, an explosion of new pricing tactics, and a focus on smarter buyers. This book focuses on those developments and highlights new perspectives for pricing strategies.

Market Theory and the Price System Nov 01 2020 Israel Kirzner's outstanding book on price theory is back in print. It is been very difficult to obtain it for decades, even though it is surely the best textbook on Austrian price theory ever written. The prose is crystal clear and the organization exceptional. He takes the reader through the foundations of individual action, exchange, utility, demand and supply, production, and the market process itself. Had it been in print, it would have schooled generations in Austrian price theory, and it is surely useful in the classroom today, or for general reading. Not a collection of essays, it is an integrated presentation from top to bottom, written early in Kirzner's post-doctoral career.

Value-based Marketing Strategy Sep 11 2021 This book offers novel methods for developing Value-based marketing strategies aimed at increasing revenue and profits. The Value concept relates all the benefits offered by a product with its price and the effort required to obtain it. Global competition requires managing Value rather than individual products or brands. This fosters customer loyalty, and provides a solid basis for relationship marketing. The book takes a practical, step-by-step approach to explain: • How the forces of supply and demand interact with customer Value; • The relationships between benefits, quantities, prices and costs; • How to develop effective competitive strategies; • How to manage inventory and product mix efficiently; • How to apply the Value model to increase profitability, and solve major marketing problems. The book sets forth several new approaches for marketing and pricing decision-making: • The concept of Value integrates marketing, finance, economics and accounting, in order to link Value-based pricing with relationship marketing. • The law of supply and demand is restated with quantity as a function of Value instead of price; this makes it a more realistic and practical tool for understanding today's highly competitive business environment. • The confrontation and complementation concepts provide useful tools for guiding marketers into new segments, and pricing products accordingly. They play a key role for devising win-win strategies, not only with customers, but also with competitors. • The Value Matrix is a practical tool for understanding the product's positioning, analyzing its competition, setting prices and developing strategy. It aims at achieving an optimal balance between customer loyalty and product mix profitability. • The Value Life Cycle illustrates how Value acts as a force that constantly changes revenue, providing insight for developing

strategies in each phase of the product's life cycle. • Analogies with physics illustrate how policy constraints create resistance to sales velocity, thereby determining the rate at which a firm advances towards its financial and marketing goals. • The strategy for pricing business services applies Value to balance supply with demand; this leads to increased revenue. • The marketing approach set forth unifies product portfolio and inventory management with Value-based pricing for maximizing income. Clear explanations and accessible language make this book ideal for marketing professionals and non-specialists. Advanced readers may refer to the appendices, where the subjects are analyzed further and the mathematical foundations are laid out; numerous solved problems of pricing and costs are included.

Value First, Then Price Feb 02 2021 "Value-based pricing-pricing a product or service according to its value to the customer rather than its cost-is the most effective and profitable pricing strategy. Value First, Then Price is an innovative collection that proposes a quantitative methodology to value pricing and road-tests this methodology through a wide variety of real-life industrial and B2B cases. This book offers a state-of-the art and best practice overview of how leading companies quantify and document value to customers. In doing so, it provides students and researchers with a method by which to draw invaluable data-driven conclusions, and gives sales and marketing managers the theories and best practices they need to quantify the value of their products and services to industrial and B2B purchasers. The 2nd edition of this highly-regarded text has been updated in line with current research and practice, offering three new chapters covering new case studies and best practice examples of quantified value propositions, the future of value quantification, and value quantification for intangibles. New cases are included throughout, which have won recognition from the Case Centre. With contributions from global industry experts this book combines cutting edge research on value quantification and value quantification capabilities with real-life, practical examples. It is essential reading for postgraduate students in Sales and Marketing with an interest in Pricing Strategy, sales and pricing specialists, as well as business strategists, in both research and practice"--

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