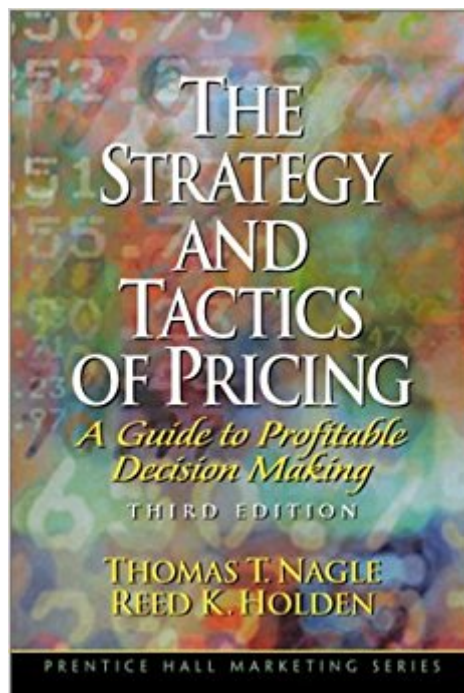




Ebook Directory
the best source of ebook

The book was found

The Strategy And Tactics Of Pricing: A Guide To Profitable Decision Making



Synopsis

Practical in focus and lively in style, this book provides a comprehensive, managerially-focused, integrated, step-by-step guide to pricing analysis and strategy development. Numerous walk-through examples show how companies successfully or unsuccessfully implement pricing strategies.Â Strategic Pricing; Costs; Financial analysis; Customers; Competition; Price-center strategy; Life Cycle Pricing; Managing Value Perceptions; Segmented Pricing; Pricing in and through Distribution Channels; Competitive Advantages; Customer Research for Pricing; The Law and Ethics.Â For Marketing Managers, Product Managers, Managers of Pricing, Managers of Strategic Planning.

Book Information

Paperback: 398 pages

Publisher: Routledge; 3 edition (November 21, 2001)

Language: English

ISBN-10: 013026248X

ISBN-13: 978-0130262486

Product Dimensions: 6 x 0.9 x 9.3 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.1 out of 5 stars 31 customer reviews

Best Sellers Rank: #802,906 in Books (See Top 100 in Books) #51 inÂ Books > Business & Money > Management & Leadership > Pricing #150 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management #240 inÂ Books > Business & Money > Processes & Infrastructure > Purchasing & Buying

Customer Reviews

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

"The best book ever written about pricing is The Strategy and Tactics of Pricing by Tom Nagle and Reed Holden—these guys know their stuff and it works!" — Guy Kawasaki, CEO, Garage Technology Ventures "For more than a decade, this book has been the most influential and highly regarded reference among pricing professionals." — Eric G. Mitchell, President, The Professional Pricing Society "Most executives name pricing as their major challenge and major weakness. This book is an answer. It is full of new ideas arid insights." — Philip Kotler, S.C.

Johnson & Son Distinguished Professor of International Marketing, Northwestern University "An investment in Tom and Reed's book will give you the highest return you've ever had. It's an investment you can't afford not to make." #151; Dan Nimer, President, DNA Group

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.

[Download to continue reading...](#)

The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making Strategy and Tactics of Pricing: A Guide to Profitable Decision Making (College Version) (2nd Edition) Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Tactics Time! 1001 Chess Tactics from the Games of Everyday Chess Players (Tactics Time

Chess Tactics Books) Tactics Time 2: 1001 Real Chess Tactics From Real Chess Games (Tactics Time Chess Tactics Books) Setting Profitable Prices, + Website: A Step-by-Step Guide to Pricing Strategy--Without Hiring a Consultant The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) The Strategy and Tactics of Pricing: A Guide to Growing More Profitably Pricing: Making Profitable Decisions (Mcgraw Hill Series in Marketing) Pricing: Making Profitable Decisions CRITICAL THINKING: A Beginner's Guide To Critical Thinking, Better Decision Making, And Problem Solving ! (critical thinking, problem solving, strategic thinking, decision making) The Strategy and Tactics of Pricing: New International Edition Critical Thinking: Decision Making with Smarter Intuition and Logic! (Critical Thinking, Decision Making, Logic, Intuition) Decision Making in Medicine: An Algorithmic Approach, 3e (Clinical Decision Making Series) CHESS: The Best CHESS Openings & Tactics - Dominate The Game With 10 Principles Of Chess Openings and Closings: (chess, chess openings, chess tactics, checkers, checkmate, chess strategy) The Basic Guide to Pricing Your Craftwork: With Profitable Strategies for Recordkeeping, Cutting Material Costs, Time & Workplace Management, Plus Tax Modern Portfolio Theory, the Capital Asset Pricing Model, and Arbitrage Pricing Theory: A User's Guide Pente Strategy: Book II: Advanced Strategy and Tactics Decision Traps: The Ten Barriers to Decision-Making and How to Overcome Them

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)