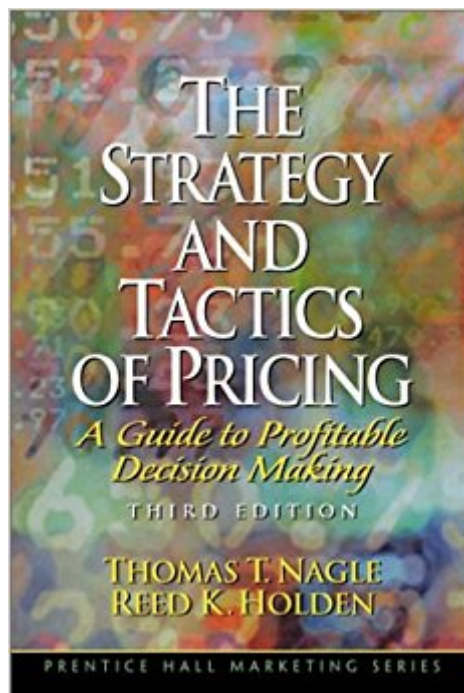




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The Strategy And Tactics Of Pricing: A Guide To Profitable Decision Making



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. • 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. • For Marketing Managers, Product Managers, Managers of Pricing, Managers of Strategic Planning.

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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. --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 and 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.

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