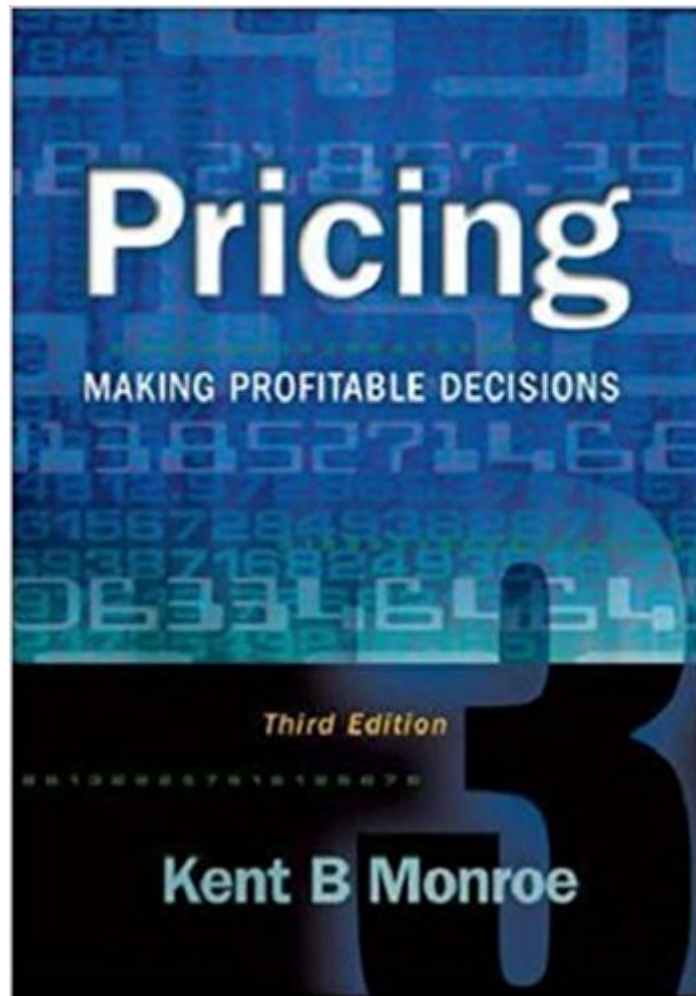




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Pricing: Making Profitable Decisions



Synopsis

Pricing, 3/e, synthesizes economic and marketing principles with accounting and financial information to provide a basis for analyzing pricing alternatives within legal and corporate constraints. This revision of this classic text brings readers an understandable writing style, a more complete discussion of the quantitative issues, and a greater number of clear-cut examples. The material on the economics of pricing now reflects recent research in pricing by applied economists and marketing researchers trained in economics.

Book Information

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Customer Reviews

Kent Monroe is a professor at the University of Illinois.

International Books sent me a "1979" version of book "Pricing" by Monroe. The book I viewed and purchased via did not look like the copy I received which was a hardcover green book 1979 edition. This should never happened and I expect a full refund from and/or International books.

This is a great book for anyone interested really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure. Romeo Richards How To Market And Manage A Professional Firm

It is a good one, it goes in deep in all areas about pricing, analyses microeconomy theory about pricing, customer behavior, cost structure, competence signaling, price wars, etc. is a must if you want to learn about pricing.

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