

Chapter 12 Pricing Decisions Cost Management Solutions

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Introduction to Accounting Routledge

Undoubtedly the most visible of the decisions made by management, pricing has a direct impact on a firm's market performance and its overall level of profitability. The overpowering forces of the marketplace make it imperative that pricing decisions be recognized as marketing decisions rather than accounting or finance decisions. The risks are too great to rely on a simplified cost-plus approach. The theme of this book is that the price for a product meshes marketing and manufacturing strategies in maximizing the long-term profitability of the firm within the constraints of cost structure and the marketplace. Rather than look at the mechanics of pricing, this text shifts the emphasis to the meshing of the total product concept with the concepts of value and quality as interpreted by price while looking at other factors which affect decision-making with regard to price.

How to Price Effectively Pearson Higher Education AU

The right pricing strategy can change the entire trajectory of a business, a market, and even society at large. To help you create your best pricing strategy efficiently and confidently, two leaders from BCG are introducing fresh perspectives on pricing that take you far beyond the realm of mind-numbing numbers. In their new book *Game Changer: How Strategic Pricing Shapes Businesses, Markets, and Society*, Jean-Manuel Izaret and Arnab Sinha simplify and clarify pricing strategy by integrating its many frameworks and concepts into seven distinct pricing games, each with its own proven tools, rules, forces, and structures. To help you pick the right game and play it well, Izaret and Sinha have developed the Strategic Pricing Hexagon, a tool refined through years of testing, iteration, and adaptation. The Hexagon is your portal to a business world where stronger growth and better financial performance come from a set of strategic pricing decisions, not endless myopic quests for optimal prices. But more than that, the Hexagon will change the way you think about and talk about pricing. The current conversation around pricing - as expressed through economics textbooks, Excel spreadsheets, political discourse, and educated guesswork - makes it easy to believe that pricing is nothing more than a technical, tactical and, for most people, boring game of numbers. *Game Changer* changes that conversation by sharing stories and research that bring the Hexagon and its seven pricing games to life. With research from BCG's Bruce Henderson Institute and real-world examples from the world's most influential companies, the authors and their colleagues at BCG define pricing strategy as a business leader's or business owner's conscious decisions about how money flows in their market. They show how companies succeed in the long term when they focus on collaborative growth and value sharing with customers, not zero-sum value extraction from them. Discover how you can create and implement a winning pricing strategy that changes the trajectory of your business, your market, and even society.

Making Pricing Decisions Irwin Professional Publishing

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
[Price Point](#) World Scientific

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.

Management and Cost Accounting For Dummies Routledge

What is Pricing Strategies When it comes to selling a product or service, a company has a number of different pricing techniques at its disposal. The top executives of a firm must first assess the company's price position, pricing segment, pricing capabilities, and competition pricing reaction strategy before they can choose which pricing strategy will be the most beneficial for the company. Pricing strategies and tactics varies not only from one company to the next, but also from one nation to another, from one culture to another, from one industry to another, and over the course of time, as a result of the maturation of industries and marketplaces as well as wider economic conditions. How you will benefit (I) Insights, and validations about the following topics: Chapter 1: Pricing strategies Chapter 2: Monopoly Chapter 3: Price discrimination Chapter 4: Product bundling Chapter 5: Pricing Chapter 6: Product differentiation Chapter 7: Porter's five forces analysis Chapter 8: Price skimming Chapter 9: Cost-plus pricing Chapter 10: Porter's generic strategies Chapter 11: Barriers to entry Chapter 12: Yield management Chapter 13: Non-price competition Chapter 14: Rebate (marketing) Chapter 15: Dynamic pricing Chapter 16: Value-based pricing Chapter 17: Marketing channel Chapter 18: Premium pricing Chapter 19: Pay what you want Chapter 20: Customer cost Chapter 21: Types of e-commerce (II) Answering the public top questions about pricing strategies. (III) Real world examples for the usage of pricing strategies in many fields. Who this book is for Professionals, undergraduate and graduate students, enthusiasts, hobbyists, and those who want to go beyond basic knowledge or information for any kind of Pricing Strategies.

Managerial Economics 2Nd Ed. (Biztantra) Routledge

The Oxford Handbook of Pricing Management is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The Handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

Geographical Pricing Springer

What is Break Even Economics The point at which total costs and total revenues are equal, or "even," is referred to as the break-even point (BEP) in the fields of economics, business, and cost accounting. It is possible to say that one has "broken even" because there is neither a net loss nor a gain, despite the fact that opportunity costs have been paid and capital has received the risk-adjusted, projected return. As a result, there is neither a profit nor a loss, and all of the costs that are required to be paid have been paid. Karl Bucher and Johann Friedrich Scher are the ones that came up with the development of the break-even analysis. How you will benefit (I) Insights, and validations about the following topics: Chapter 1: Break-even (economics) Chapter 2: Monopoly Chapter 3: Perfect competition Chapter 4: Cost accounting Chapter 5: Profit maximization Chapter 6: Cost-plus pricing Chapter 7: Marginal cost Chapter 8: Variable cost Chapter 9: Operating leverage Chapter 10: Cournot competition Chapter 11: Gross margin Chapter 12: Contribution margin Chapter 13: Cost curve Chapter 14: Total cost Chapter 15: Pricing strategies Chapter 16: Average variable cost Chapter 17: Cost-volume-profit analysis Chapter 18: Shutdown (economics) Chapter 19: Cigar Box method Chapter 20: Profit-based sales targets Chapter 21: Profit model (II) Answering the public top questions about break even economics. (III) Real world examples for the usage of break even economics in many fields. Who this book is for Professionals, undergraduate and graduate students, enthusiasts, hobbyists, and those who want to go beyond basic knowledge or information for any kind of Break Even Economics.

The Use of Variable Costing in Pricing Decisions One Billion Knowledgeable

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.

[Accounting Interview Questions and Answers PDF Download \(MBA/BBA Cost Accounting\)](#) Transnational Press London

Their conclusions are drawn from an intensive study of pricing practice and attitudes in a large multi-product firm with extensive reference to the international, multi-disciplinary literature on pricing.

[Cost Management \(Custom Edition\)](#) Institute of Management Accountants

What is Markup Economics The difference between the selling price of a product or service and the cost of producing that product or service is known as the markup. When represented as a percentage of the total cost, it is frequently used. Additionally, in order to generate a profit and cover the expenses that are associated with running a business, a markup is added to the total cost that is incurred by the producer of a product or service. A product's total cost is the sum of all of its expenses, both fixed and variable, that are incurred during the manufacturing and distribution processes. In addition to being expressed as a fixed sum, markup can also be expressed as a percentage of the total cost or selling price. The difference between the wholesale price and the retail price is typically used to compute the retail markup, which is then expressed as a percentage of the wholesale price. Additional approaches are also utilized. How you will benefit (I) Insights, and validations about the following topics: Chapter 1: Markup (business) Chapter 2: Cost accounting Chapter 3: Wholesaling Chapter 4: Retail Chapter 5: Price Chapter 6: Sales promotion Chapter 7: Pricing Chapter 8: Revenue Chapter 9: Cost-plus pricing Chapter 10: Cost of goods sold Chapter 11: Variety store Chapter 12: List price Chapter 13: Net income Chapter 14: Profit margin Chapter 15: Drop shipping Chapter 16: Gross margin Chapter 17: Contribution margin Chapter 18: Merchant account Chapter 19: Pricing strategies Chapter 20: Everyday low price Chapter 21: Invoice price (II) Answering the public top questions about markup economics. (III) Real world examples for the usage of markup economics in many fields. Who this book is for Professionals, undergraduate and graduate students, enthusiasts, hobbyists, and those who want to go beyond basic knowledge or information for any kind of Markup Economics.

[Devaluation and Pricing Decisions](#) McGraw-Hill Companies

With easy-to-understand explanations and real-life examples, *Management & Cost Accounting For Dummies* provides students and trainees with the basic concepts, terminology and methods to identify, measure, analyse, interpret, and communicate accounting information in the context of managerial decision-making. Major topics include: cost behaviour cost analysis profit planning and control measures accounting for decentralized operations budgeting decisions ethical challenges in management and cost accounting

[Cost Behavior and Price Policy](#) One Billion Knowledgeable

This book, first published in 1971, reports on the first detailed study of pricing decisions ever made in the UK. Based on case studies, it shows precisely how thirteen pricing decisions were taken. In doing so, it reveals the objectives pursued by these firms and how conflicts between these objectives were resolved. The assessments of the pricing decisions show the strengths and weaknesses of the procedures used by the firms, and the relative importance of economic and organizational elements in such decisions.

[Cost Accounting For Dummies](#) Spiramus Press Ltd

The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant, interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world. Marketing, in its 9th Australian edition, continues to be the authoritative principles of marketing resource, delivering holistic, relevant, cutting edge content in new and exciting ways. Kotler delivers the theory that will form the cornerstone of your marketing studies, and shows you how to apply the concepts and practices of modern marketing science. Comprehensive and complete, written by industry-respected authors, this will serve as a perennial reference throughout your career.

[Pricing Strategies](#) One Billion Knowledgeable

First published in 1974, *Devaluation and Pricing Decisions* is based on case studies of the export pricing decisions made by nineteen major British companies after the 1967 devaluation. The aim was to look in detail at the decisions that major British firms took after devaluation and to see how they had responded to this major change in government policy. This book shows how far the firms had anticipated the devaluation; what company objectives were at that time and what changes in these objectives, or in pricing and marketing policies, were made to take advantage of new opportunities for exporting and for import substitution. The researchers also examined the actual process of decision making to find what information was available to the decision makers and how they used it. The book is directed to businessmen taking decisions on export prices and marketing in the world of today where foreign exchange rates change frequently. It is also directed towards those responsible for shaping national economic policy. For students of economics, it represents a study showing, in considerable detail, how a number of businesses responded to the 1967 devaluation.

[Pricing Decisions in small business](#) Taylor & Francis

The book is designed to help students apply economic models and economic reasoning to making managerial decision in both the private and public sectors. The text is appropriate for both undergraduate and graduate level courses. · Chapter 1. Managerial Economics: An Introduction and Overview · Chapter 2. The Economic Environment of Business · Chapter 3. Optimization: Finding the Best Solution for Business Decisions · Chapter 4. Understanding and Building Business and Economic Models · Chapter 5. Understanding Demand · Chapter 6. Forecasting for Better Business Decisions · Chapter 7. Production and Technology · Chapter 8. Cost Analysis for Business Decisions · Chapter 9. Market Structure and Pricing · Chapter 10. Monopolistic Competition and Oligopoly · Chapter 11. Further Analysis of Pricing Decisions · Chapter 12. The Economics of Investment and Finance · Chapter 13. Economic Regulation of Business · Chapter 14. Economic Concepts for Global Managers.

[The Pricing Decision](#) One Billion Knowledgeable

The Book *Accounting Interview Questions and Answers PDF Download (BBA/MBA Cost Accounting Book)*: Accountant Interview Questions for Accountants/Freshers & Chapter 1-29 Practice Tests (Cost Accounting Questions to Ask in Accountant Interview) includes revision guide for problem solving with hundreds of solved questions. *Accounting Interview Questions and Answers PDF* covers basic concepts, analytical and practical assessment tests. *Cost Accounting Questions to Ask in Accountant Interview PDF* book helps to practice test questions from exam prep notes. The e-Book Accountant job assessment tests with answers includes revision guide with verbal, quantitative, and analytical past papers, solved tests. *Basic Accounting Questions and Answers PDF Download*, a book covers solved common questions and answers on chapters: Accounting concepts, activity based costing and management, balanced scorecard and strategic profitability analysis, balanced scorecard, quality, time and theory of constraints, basics of accounting, budgeting and accounting, capacity analysis and inventory costing, capital budgeting and cost benefit analysis, cost allocation, customer profitability and sales variance analysis, cost allocation, joint products and byproducts, cost function and behavior, cost management and pricing decisions, cost volume profit analysis, decision making process and information, department costs, common costs and revenues, direct cost variances and management control, financial ratios analysis, flexible budget and management control, flexible budget: overhead cost variance, fundamentals of accounting, inventory management, just in time and costing methods, job costing, management accounting in organization, management control systems and multinational considerations, master budget

and responsibility accounting, overhead cost variances and management control, performance measurement, compensation and multinational considerations, process costing, spoilage, rework, and scrap tests for college and university revision guide. *Accountant Job Interview Questions and Answers PDF Download*, free eBook's sample covers beginner's solved questions, textbook's study notes to practice online tests. The Book Class 11-12 Cost Accounting Interview Questions Chapter 1-29 PDF includes high school question papers to review practice tests for exams. *Cost Accounting Practice Tests*, a textbook's revision guide with chapters' tests for CFP/CFE/CMA/CPA/CA/ICCI/ACCA competitive exam. *Cost Accounting Questions Bank Chapter 1-29 PDF* book covers problem solving exam tests from BBA/MBA textbook and practical eBook chapter-wise as: Chapter 1: Accounting Concepts Questions Chapter 2: Activity based Costing and Management Questions Chapter 3: Balanced Scorecard and Strategic Profitability Analysis Questions Chapter 4: Balanced Scorecard: Quality, Time and Theory of Constraints Questions Chapter 5: Basics of Accounting Questions Chapter 6: Budgeting and Accounting Questions Chapter 7: Capacity Analysis and Inventory Costing Questions Chapter 8: Capital Budgeting and Cost Benefit Analysis Questions Chapter 9: Cost Allocation, Customer Profitability and Sales Variance Analysis Questions Chapter 10: Cost Allocation: Joint Products and Byproducts Questions Chapter 11: Cost Function and Behavior Questions Chapter 12: Cost Management and Pricing Decisions Questions Chapter 13: Cost Volume Profit Analysis Questions Chapter 14: Decision Making Process and Information Questions Chapter 15: Department Costs, Common Costs and Revenues Questions Chapter 16: Direct Cost Variances and Management Control Questions Chapter 17: Financial Ratios Analysis Questions Chapter 18: Flexible Budget and Management Control Questions Chapter 19: Flexible Budget: Overhead Cost Variance Questions Chapter 20: Fundamentals of Accounting Questions Chapter 21: Inventory Management, Just in Time and Costing Methods Questions Chapter 22: Job Costing Questions Chapter 23: Management Accounting in Organization Questions Chapter 24: Management Control Systems and Multinational Considerations Questions Chapter 25: Master Budget and Responsibility Accounting Questions Chapter 26: Overhead Cost Variances and Management Control Questions Chapter 27: Performance Measurement, Compensation and Multinational Considerations Questions Chapter 28: Process Costing Questions Chapter 29: Spoilage, Rework and Scrap Questions *Practice Accounting Concepts Questions eBook PDF with answers*, test 1 test to download job questions: Conversion costs, cost analysis, inventory types, inventoriable cost and period cost, manufacturing costs, period costs, prime costs, and types of inventories. *Practice Activity Based Costing and Management Questions eBook PDF with answers*, test 2 test to download job questions: Activity based costing systems, activity based costing, accounting, broad averaging and consequence, and refining costing system. *Practice Balanced Scorecard and Strategic Profitability Analysis interview questions PDF*, chapter 3 test to download job questions: Balanced scorecard, strategic analysis, accounting strategy, operating income, and strategy implementation. *Practice Balanced Scorecard: Quality, Time and Theory of Constraints interview questions PDF*, chapter 4 test to download job questions: Costs of quality, quality improvements, customer response time and on time performance, analyzing problems and improve quality, balance scorecard and measures, bottlenecks, financial perspective, and competitive tool. *Practice Basics of Accounting interview questions PDF*, chapter 5 test to download job questions: Direct costs, indirect costs, and what is cost in accounting. *Practice Budgeting and Accounting interview questions PDF*, chapter 6 test to download job questions: Budgeting and responsibility accounting, and Kaizen budgeting. *Practice Capacity Analysis and Inventory Costing interview questions PDF*, chapter 7 test to download job questions: Absorption costing, inventory costing methods, manufacturing companies, and throughput costing. *Practice Capital Budgeting and Cost Benefit Analysis interview questions PDF*, chapter 8 test to download job questions: Accrual accounting, rate of return method, capital budgeting and inflation, capital budgeting stages, cost analysis dimensions, discounted cash flow, and payback method. *Practice Cost Allocation, Customer Profitability and Sales Variance Analysis interview questions PDF*, chapter 9 test to download job questions: Cost allocation and costing systems, customer revenues and costs, sales mix and sales quantity variances, and static budget variance. *Practice Cost Allocation: Joint Products and Byproducts interview questions PDF*, chapter 10 test to download job questions: Joint cost, irrelevant joint costs, byproducts accounting, constant gross margin percentage NRV method, decision making, net realizable value method, sales value, split off method, and scrap. *Practice Cost Function and Behavior interview questions PDF*, chapter 11 test to download job questions: Estimating cost functions, estimating cost function using quantitative analysis, linear cost functions, nonlinearity and cost functions, cost estimation methods, curves and nonlinear cost function, data collection and adjustment issues, independent variables, quantitative analysis in marketing, regression analysis, regression equation, regression line, specification analysis, and estimation assumptions. *Practice Cost Management and Pricing Decisions interview questions PDF*, chapter 12 test to download job questions: Pricing strategies, cost based pricing, product budgeting life cycle and costing, target costing and target pricing, value engineering, insurance and lock in costs. *Practice Cost Volume Profit Analysis interview questions PDF*, chapter 13 test to download job questions: CVP analysis, operating income, breakeven point, target income, gross margin calculations, total costs, unit costs, and variable cost. *Practice Decision Making Process and Information interview questions PDF*, chapter 14 test to download job questions: Decision making process, information and decision process, concept of relevance, insourcing versus outsourcing, and make versus buy decisions. *Practice Department Costs, Common Costs and Revenues interview questions PDF*, chapter 15 test to download job questions: Allocating costs, common costs, revenue allocation, revenue allocation methods, multiple support departments, operating departments, bundled products, single rate and dual rate methods. *Practice Direct Cost Variances and Management Control interview questions PDF*, chapter 16 test to download job questions: Use of variances, efficiency variance, price and efficiency variance, management accounting, period costs, and static budget. *Practice Financial Ratios Analysis interview questions PDF*, chapter 17 test to download job questions: Sensitivity analysis, operating income, breakeven point, target income, contribution margin calculations, contribution margin versus gross margin, effects of sales mix on income, gross margin calculations, and uncertainty. *Practice Flexible Budget and Management Control interview questions PDF*, chapter 18 test to download job questions: Flexible budget, flexible budget variance, static budget, sales volume variance, and cost accounting. *Practice Flexible Budget: Overhead Cost Variance interview questions PDF*, chapter 19 test to download job questions: Cost variance analysis, overhead cost variance analysis, fixed overhead cost variances, activity based costing, production volume variance, setup cost, variable and fixed overhead costs. *Practice Fundamentals of Accounting interview questions PDF*, chapter 20 test to download job questions: Direct costs, indirect costs, manufacturing costs, manufacturing, merchandising and service sector companies, total costs, unit costs, and types of inventory. *Practice Inventory Management, Just in Time and Costing Methods interview questions PDF*, chapter 21 test to download job questions: Inventory management system, inventory related relevant costs, just in time purchasing, cost accounts, inventory management, MRP, retail organizations, and inventory management. *Practice Job Costing interview questions PDF*, chapter 22 test to download job questions: Building block concepts of costing systems, budget indirect costs, end of financial year, indirect costs allocation, normal costings, total costs, unit costs, and variations from normal costing. *Practice Management Accounting in Organization*

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Marketing Management Oxford University Press

AM I PRICING RIGHT? Every business owner is haunted by this fundamental question. Expert pricing strategist Mark Stiving draws upon more than 15 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price—it's most powerful marketing tool you have—and the least understood. Zeroing in on the areas where your efforts will generate the greatest impact, 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 Correctly use costs to make profitable pricing decisions 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 Prepare for changing conditions pricing strategically now Following in the footsteps of sited examples including Apple, BMW, McDonalds, Mercedes, and other market leaders, learn how to create a powerful price strategy that does more than cover costs.

Pricing Entrepreneur Press

Pricing has a substantial and immediate impact on profitability. Most companies, however, still use costs or competition as their main basis for setting prices. Product or business model innovation has a high priority for many companies, yet innovation in pricing received scant attention until the first edition of this groundbreaking book. This new edition of Innovation in Pricing builds on the success of the first, examining the ways in which pricing innovation can drive profits through cutting-edge academic research and best practice case studies from leading academics, business practitioners and consultants in pricing. The second edition has been fully revised and updated according to the latest developments in pricing, with: revisions to all chapters new chapters, including a chapter on business model and pricing model innovation a new introduction that makes explicit just what strategic pricing can do for your organization. This book is the only book dedicated to innovation in pricing and is an essential read for business executives, innovation managers and pricing managers wishing to treat innovation in pricing as seriously as they treat product, service or business model innovation. It is also valuable supplementary reading for advanced students of marketing and sales.

The Strategy and Tactics of Pricing Dreamtech Press

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 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.

Pricing John Wiley & Sons

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