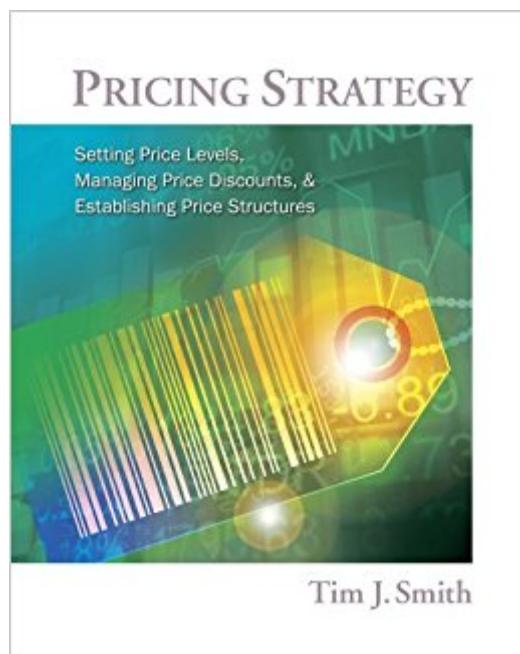


The book was found

Pricing Strategy: Setting Price Levels, Managing Price Discounts And Establishing Price Structures ('001)



Synopsis

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.

Book Information

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Customer Reviews

I first purchased this book about a year ago as I was beginning to re-engage in a B2B industry I had previously spent 20+ years in. Strategy is always an interesting topic, and inquisitive by nature I have always been intrigued by why firms, mine and others took the pricing actions that they did, so I bought the "textbook". Although as a textbook it is complete with exercises at the end of each chapter (and answer sets which are not available -ug), it is written at a level and with a style which makes it easily readable. The understanding of pricing strategies gained from reading this book, along with following the author Tim Smith through his work at his consulting company Wiglaf Pricing and their [...] has allowed me to reexamine my industry with renewed insight, and identify a path forward which is more explainable, well reasoned and sucessfully sustainable. I consider Pricing Strategy to be a must read for anyone serious about understanding the pricing side of a business. I highly recommend Pricing Strategy without reservation.

Pros: The book covers just about every pricing topic that a reader could want...any many that a reader will never need. It also goes into the math behind the various strategies, but in a way that does not make it required reading to incorporate the strategies. In short, it is a great primer on pricing strategy and will allow the reader to go as deep as they want. Cons: I thought the book should go into a bit more detail on how to price in a competitive market. It's not that it did not cover this topic, it is more of the fact that this topic is probably more impactful than any of the other topics in the book in practice.

Way overpriced for what it is. Only purchased it because it was required for a class. Theories are not explained well and no examples are provided. I have tried to look stuff up in it and have not been able to do so - index is useless.

This is a serious text on pricing. I have read a lot of pricing books and this is by far the best on the subject.

Product did what was needed, but the whole first part of book was highlighted and written in.

The book is ok, has some type-o's. Some of the questions are written awkwardly.

Amazing book. This is hands down the best general book on pricing on the market.

While I am somewhat biased as an associate of Tim Smith but this presentation is the best I have ever seen on the subject of strategic pricing. I have been teaching marketing as an adjunct professor in Chicago for 28 years and pricing is an integral part of my teaching curricula. This book takes the art and science of pricing and setting prices to an entire new level. It offers excellent perspective in pricing and theory and practice and offers the most complete presentation of pricing that I have ever seen.

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