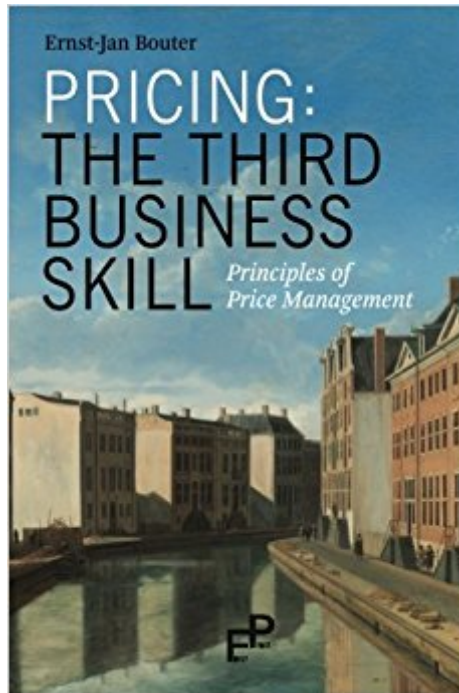




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Pricing: The Third Business Skill: Principles Of Price Management



Synopsis

Pricing: The Third Business Skill shows you in a clear and concise manner how to set optimum selling prices for your company and setup a high quality pricing function, using accessible models and examples. Discover how Google, LinkedIn, Apple, BMW, Gillette and other successful companies achieve high profits by deploying optimized pricing strategies. Read about General Electric's CEO when he considers GE's shortcomings in pricing. After reading this book, the pricing function will no longer hold any secrets for you, empowering you to get started on structurally improving your margins right away!

Book Information

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Customer Reviews

Although strong with numbers but bad in mathematics, I was a sceptic about reading the book. Being a creative and marketer I deal with pricing and value propositions all the time. I was positively surprised by the format. The clear illustrations, the model and short chapters and subchapters make it a good read for business people and creatives that do not want to wrestle through lengthy research like chapters. I think that pricing in itself is underrated in a lot of businesses and that this book can give you at least a good sense of what prices do for your sales strategy and how far you want to go as a company in honest but sharp pricing strategies. Why I personally do not give it a 5 star rating is because I would have liked some cases throughout the book with more visuals that would remind me more easily of successful or failing pricing methods or strategies.

This book gives a concise but complete overview of pricing strategy (part 1) and analysis (part 2), which I haven't found elsewhere. I found the third and final part (execution) particularly useful from my own experience as publisher in large international media company. The book describes the pricing process and the requirement for a central coordinated pricing function in a clear and persuasive way. I think many decision makers in large companies will benefit from the book, because it shows the why, what and how of optimizing the organizational line-up for pricing.

This book has guided me in my thinking about setting prices and how to better understand price sensitivity. The book is complete, yet easy to read. It offers clear accessible examples from Audi, Apple, retailers, Google, LinkedIn and Facebook. I have already used several tricks to my advantage in my own business and earned back the small investment many times

Great book that on the one hand is able to summarize most of the literature available today, but also explicitly mentions the way forward. Truly one book to summarize all and enabling you to setup and execute pricing in your own company or business

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