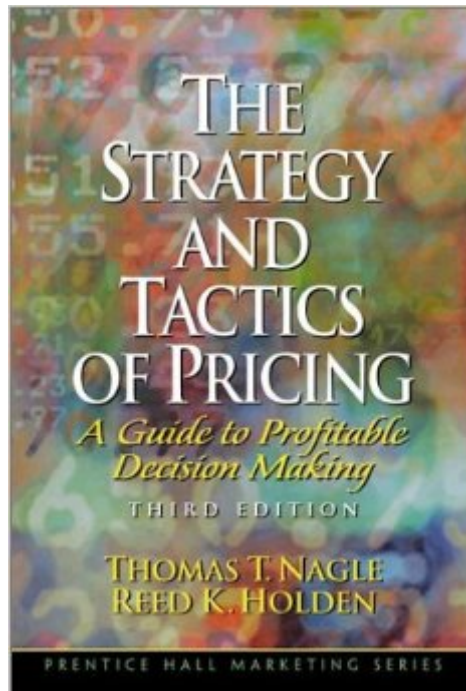


The book was found

# 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.Â 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.Â For Marketing Managers, Product Managers, Managers of Pricing, Managers of Strategic Planning.

## Book Information

Paperback: 398 pages

Publisher: Routledge; 3 edition (November 21, 2001)

Language: English

ISBN-10: 013026248X

ISBN-13: 978-0130262486

Product Dimensions: 6 x 0.9 x 9.3 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 4.7 out of 5 starsÂ Â See all reviewsÂ (29 customer reviews)

Best Sellers Rank: #669,754 in Books (See Top 100 in Books) #46 inÂ Books > Business & Money > Management & Leadership > Pricing #144 inÂ Books > Business & Money > Marketing & Sales > Marketing > Product Management #178 inÂ Books > Business & Money > Processes & Infrastructure > Purchasing & Buying

## Customer Reviews

Thomas Nagle and Reed Holden successfully demonstrate with practical examples that strategic pricers are diplomats rather than generals, contrary to common belief. Diplomats know that initiating price discounts can undermine the profitability of their business. Price cutting unduly focuses the attention of the customer base on their wallet rather than the value of the product offering to their life/business. Diplomats will carefully look not only at the short-term gain, but also at competitors' long-term reactions to measure the impact of such a move on the bottom line. Furthermore, diplomats do not share the misconception of generals that the ultimate winner must meet every challenge. Diplomats will integrate the product's relevant costs, the customer segments' price sensitivity and the behavior of the competition in their marketing plans. The analysis of those factors

will then allow diplomats to weigh the costs and benefits of competition and only fight battles for which the likely benefits are greater than the likely costs. Nagle and Holden also stress the importance of establishing pricing policies consistent with the plans, especially when there is no fixed-price policy. Diplomats must give salespeople incentives to make profitable sales, not sales for their own sake. Salespeople will adapt their sales pitch to the different price sensitivity of price buyers, loyal buyers and value buyers. Nagle and Holden draw the attention of their readers to the fact that a product's price influences the market's perception of its features and benefits and those of other products with which it is sold, the effectiveness of its promotion, and the interest it generates in channels of distribution. They observe that the opposite is also true.

[Download to continue reading...](#)

The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making The Strategy and Tactics of Pricing: A Guide to Growing More Profitably One Hour Trading: Make Money With a Simple Strategy, One Hour Daily (Simple Setups Forex Price Action Stock Forex Trading Strategy) (Finance Business & Money Investing Decision Making) The Strategy and Tactics of Pricing: New International Edition Pricing: Making Profitable Decisions What's Your Decision?: How to Make Choices with Confidence and Clarity: An Ignatian Approach to Decision Making Decision Traps: The Ten Barriers to Decision-Making and How to Overcome Them RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) Management Accounting: Information for Decision-Making and Strategy Execution (6th Edition) Etsy Empire [Updated Fall 2016]: Proven Tactics for Your Etsy Business Success and Selling Crafts Online, Including Etsy SEO, Etsy Shop Building, Social ... and Etsy Pricing Tips (Almost Free Money) Etsy Empire: Proven Tactics for Your Etsy Business Success, Including Etsy SEO, Etsy Shop Building, Social Media for Etsy and Etsy Pricing Tips (Almost Free Money) (Volume 7) Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics The Agents' Guide to Referrals: How to Implement a Profitable Referral Strategy for Your Insurance Agency Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Ecommerce Strategy: 2 Profitable Ways to Build Your Own Ecommerce Business from Scratch...No Inventory & Initial Capital Needed The Simple, Battle-Tested, Algorithmic Forex Trading Strategy:

Master the dark art of profitable forex trading even if you have never traded a single dollar or lost thousands in hobby trading

[Dmca](#)