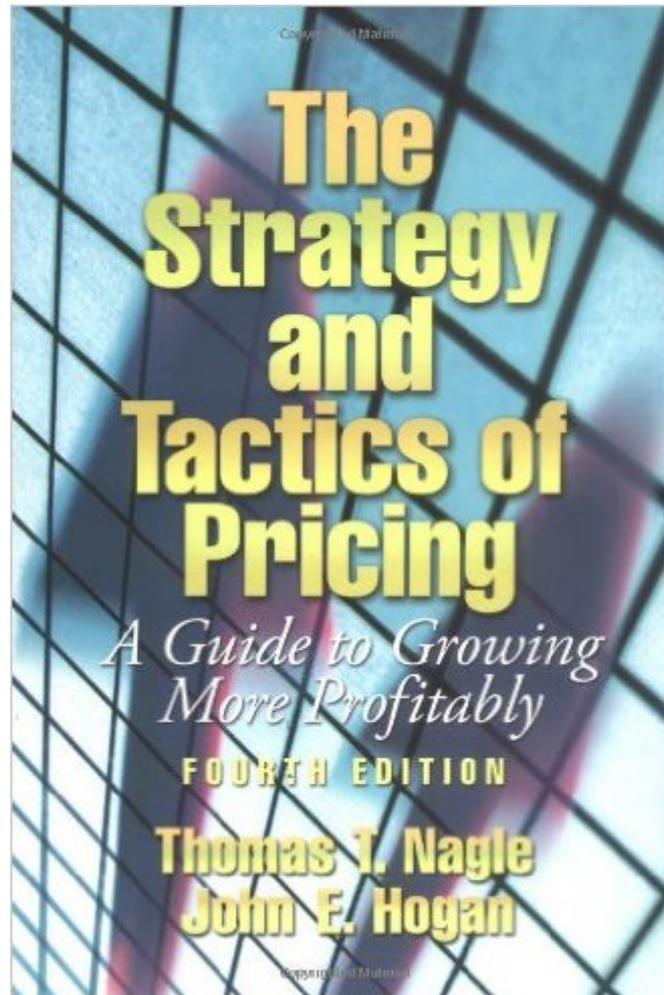


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# The Strategy And Tactics Of Pricing: A Guide To Growing More Profitably



## Synopsis

For Pricing Strategy or Pricing and Product Policy courses in MBA and/or advanced undergraduate marketing courses The Strategy and Tactics of Pricing provides a comprehensive, practical, step-by-step guide to pricing analysis and strategy development.

## Book Information

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## Customer Reviews

Exhibit 1-3 on page 9 of this new edition identifies three guiding principles of strategic pricing: (1) it must be value-based, which puts customers' perceptions at the heart of the process; (2) it must be profit-driven, a vital element for any business; and (3) it must be proactive--meaning marketers should not simply react to competitors' pricing moves. As simple as this may sound, it's actually tricky to accomplish all three unless you follow the principles in this compact but detailed text. If you need to know how to calculate breakeven sales volumes, cost factors, and channel pricing, this is the book for you. Exhibit 7-1 (on page 126) is particularly helpful for determining how to manage the price-setting process. I recommend this text for any executive who wants to avoid the "throw a dart" method of pricing.

The author does a good job of establishing a framework for thinking about pricing in the first chapter of the book, then expands on that framework over the first few chapters. Like most business books, however, the deeper into the book you get the less valuable it becomes. Definitely worth buying, but you'll get 90% of the value from the first few chapters

I updated from the 2nd edition I bought years ago. I'm glad to see the focus on value-based pricing. I was a little disappointed that it gets a bit repetitive on calculating price changes and it would be useful to see more examples on calculating the initial price when you really don't have much data to go on.

This book gives an outstanding, introductory overview of Pricing Strategy. I used this book as an undergraduate student taking an MBA course in Pricing and feared that the learning curve would be too steep for me to keep up in the class (since this was such a foreign field). However, this book was a very easy, quick and interesting read which helped me greatly during the course. I read the entire thing cover to cover - it's that good. I would recommend this book to anyone who has an interest in learning more about the dynamic field of Pricing Strategy.

I was really curious about this book, but it did seem to be expensive. However, I decided to buy it and here are some thoughts: You may find some different points of view whether you should use: a low cost strategy or differentiation. This part was interesting. As you continue reading the book, information becomes a little more hard to understand. This may not be a good option for students of first year of university. If you have a degree in Economics or Business then you should be able to follow the author. There are parts that are not really practical. Information also becomes redundant. Sometimes I felt that the author had one good idea that could have been explained in 100 pages, but he forced it to 350+ pages. I haven't been able to finish reading the whole book as it became boring. As I said previously there is too much repetition. I would have given this book 5 stars if the content was precise and "priced" at a better price (maybe \$25 USD).

We have the challenge of taking new products and services to the marketplace and really were looking for some guidance on a place to start. The area we are working in is really developing a new market as well. So we were wondering "What Price do we place on these product and services?" We could not afford the experts on pricing (aka Strategic Pricing Group now part of The Monitor Group). And were looking for a place to start. All research including reviews from pointed us to start with this book. To myself and our endeavor, in the first 3 weeks of owning the book, I have read several chapters multiple times and the foundation framework on pricing is shared has already proven to be worth many times the price of the book. On top of it, it is easy to read. Thanks to the people who took the time to make this book.

Pricing decisions require all parts of the company to come together and agree on a pricing strategy, which is why it is so hard (especially since the discussion might reveal that you didn't even agree on the general business strategy). In a real-life pricing discussion with the sales, engineering, and finance people in the same room, you need a solid framework to gain a consensus. This book helps. The structure of the book is excellent. It's actionable. I essentially took the table of contents, tweaked it to fit my situation, and then went through each section to create a pricing strategy. The theoretical sections are well complemented by also addressing real-world issues. The only drawback is that the book is not targeted towards any industry or product category which makes some of the examples less relevant.

This book is a great guide to the topic of pricing. I'm an MBA student and I believe students as well as professionals can benefit from reading this book. It contains structures and frameworks to work out a tailored pricing strategy and they all make sense. Lots of good examples from business practice illustrate the application of the theories. The book is relatively quantitative for a marketing book, which I find great because there is no argumentation based on psychology and belief, but on quantifiable parameters - one can see the consulting practice of the authors. What the book pretty much lacks is a citing of new academic research studies of the topics discussed. There are extensive references, however. All in all a great book to newcomers in pricing as well as experienced pricers.

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