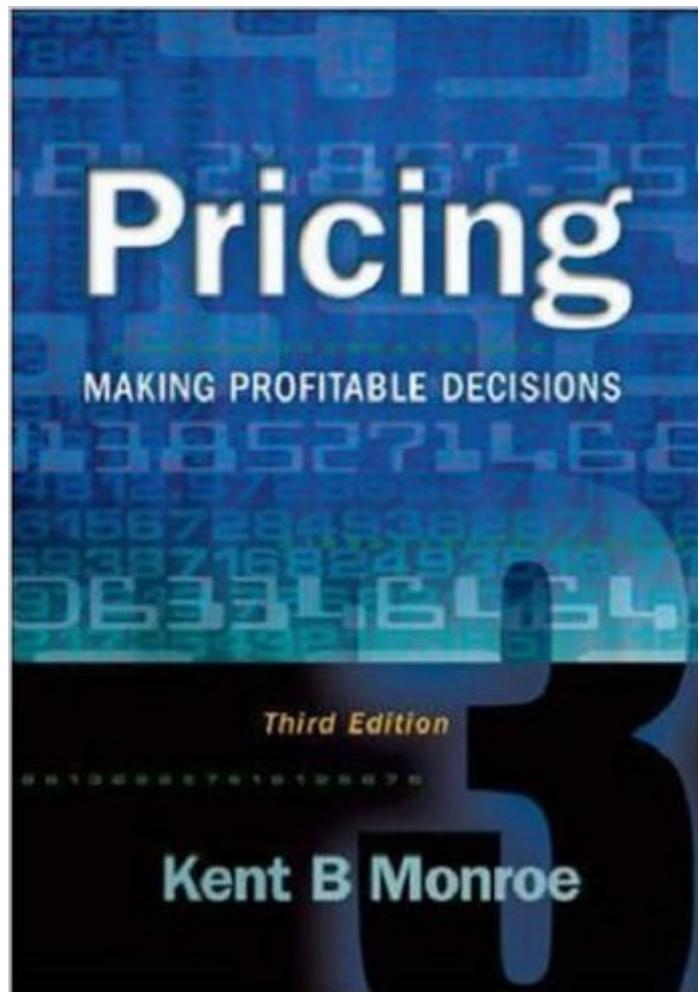


The book was found

Pricing: Making Profitable Decisions



Synopsis

Pricing, 3/e, synthesizes economic and marketing principles with accounting and financial information to provide a basis for analyzing pricing alternatives within legal and corporate constraints. This revision of this classic text brings readers an understandable writing style, a more complete discussion of the quantitative issues, and a greater number of clear-cut examples. The material on the economics of pricing now reflects recent research in pricing by applied economists and marketing researchers trained in economics.

Book Information

Series: McGraw-Hill/Irwin Series in Marketing

Hardcover: 688 pages

Publisher: McGraw-Hill/Irwin; 3 edition (September 18, 2002)

Language: English

ISBN-10: 0072528818

ISBN-13: 978-0072528817

Product Dimensions: 6.4 x 1.3 x 9.4 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #1,737,547 in Books (See Top 100 in Books) #114 in [Books > Business & Money > Management & Leadership > Pricing](#) #812 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#) #1569 in [Books > Business & Money > Economics > Microeconomics](#)

Customer Reviews

It is a good one, it goes in deep in all areas about pricing, analyzes microeconomy theory about pricing, customer behavior, cost structure, competence signaling, price wars, etc. is a must if you want to learn about pricing.

This is a great book for anyone interested in really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure. Romeo Richards [How To Market And Manage A Professional Firm](#)

International Books sent me a "1979" version of book "Pricing" by Monroe. The book I viewed and purchased via [did not look like the copy I received](#) which was a hardcover green book 1979 edition.

This should never happened and I expect a full refund from and/or International books.

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

Pricing: Making Profitable Decisions The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making Difficult Decisions in Colorectal Surgery (Difficult Decisions in Surgery: An Evidence-Based Approach) Impossible to Ignore: Creating Memorable Content to Influence Decisions: Creating Memorable Content to Influence Decisions Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2013 (Means Contractor's Pricing Guide: Residential & Remodeling Costs) RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling 2014 (RSMMeans Contractor's Pricing Guide: Residential Repair & Remodeling Costs) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution The Pricing Journey: The Organizational Transformation Toward Pricing Excellence Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices & Diagnostics Tough Call: A Little Book on Making Big Decisions Dog Food Logic: Making Smart Decisions for Your Dog in an Age of Too Many Choices My Dog Has Died: What Do I Do?: Making Decisions and Healing the Trauma of Pet Loss (Book 2 Pet Bereavement Series) Wisdom On ... Making Good Decisions (invert) Visual and Statistical Thinking: Displays of Evidence for Making Decisions Before You Do: Making Great Decisions That You Won't Regret Judgments Choices and Decisions (Wiley Management Series on Problem Solving, Decision Making and Strategic Thinking) Making Choices: Practical Wisdom for Everyday Moral Decisions The Best Yes: Making Wise Decisions in the Midst of Endless Demands

[Dmca](#)