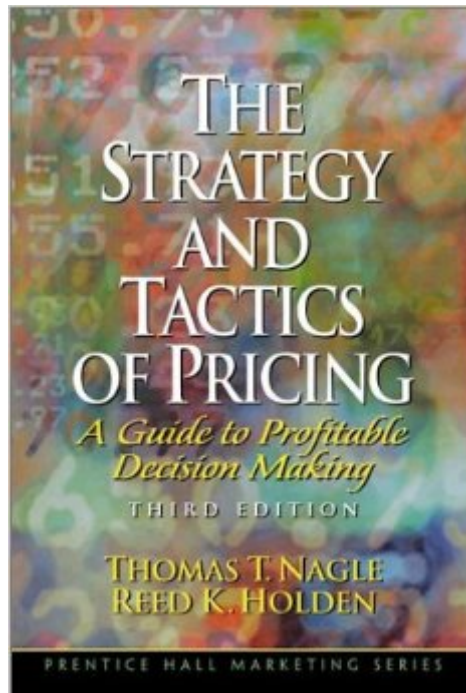


The book was found

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.

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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.

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