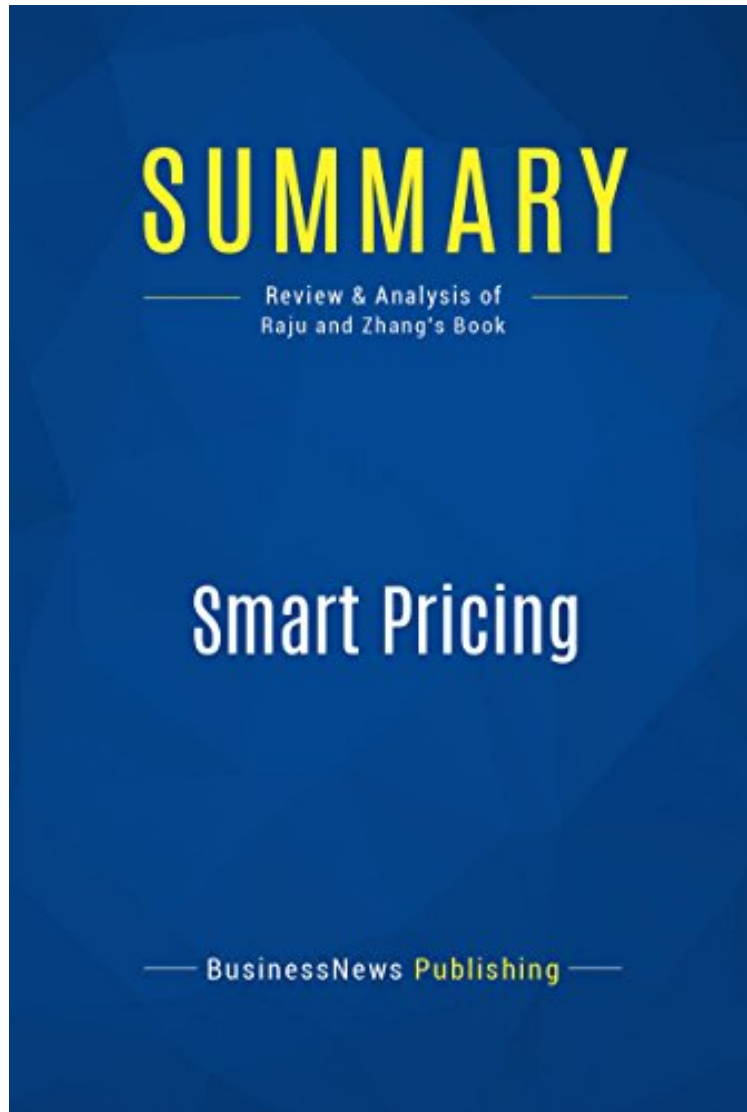


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The must-read summary of Jagmohan Raju and W. John Zhang's book: "Smart Pricing: How Google, Priceline, and

Leading Businesses Use Pricing Innovation for Profitability". This complete summary of the ideas from Jagmohan Raju and W. John Zhang's book "Smart Pricing" demonstrates that many companies fail to establish a deliberate pricing strategy. In fact, many managers rarely give pricing much thought at all. In their book, the authors explain that this is a huge mistake as pricing offers an opportunity to move ahead. This summary provides readers with an insight into the possibilities of different pricing strategies and how some of the biggest companies have used them to push their companies forward. Added-value of this summary: Save time; Understand key concepts; Expand your business knowledge. To learn more, read "Smart Pricing" and discover the key to establishing innovative pricing strategies that create value and capture customers.