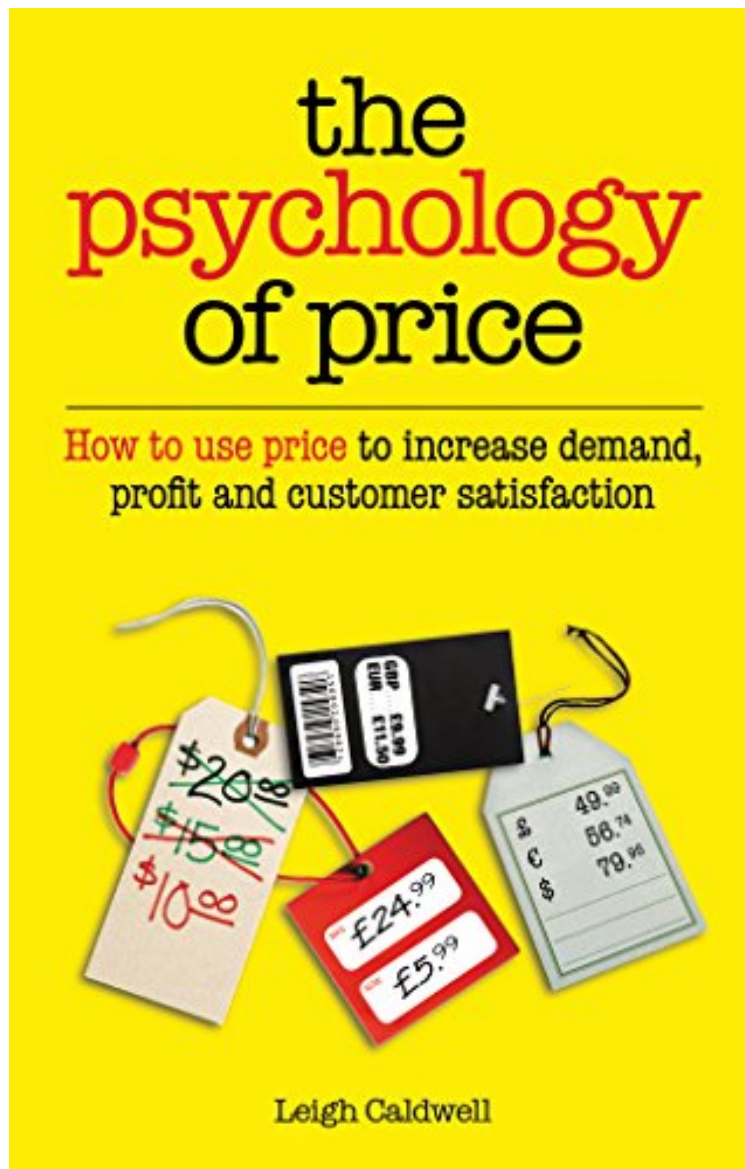


(Free read ebook) The Psychology of Price: How to use price to increase demand, profit and customer satisfaction

The Psychology of Price: How to use price to increase demand, profit and customer satisfaction

Leigh Caldwell

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Leigh Caldwell : The Psychology of Price: How to use price to increase demand, profit and customer satisfaction before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Psychology of Price: How to use price to increase demand, profit and customer satisfaction:

1 of 1 people found the following review helpful. Slam bam thank you ma'am get onto the business of pricing!By

RV52 This is a VERY quick and VERY good overview of pricing techniques and very much tilted towards action and practicality. For anyone who just needs some quick advice and needs to get on with it - the book is spot on. Leigh used a literary storytelling technique in her book that I personally did not care for. On one hand she was TOTALLY up front about it saying it just that - a useful, illustrative literary technique. Using this she was able to provide the situational awareness that made every chapter's content make perfect sense. That being said, I simply couldn't get past the fact that it was fiction. I would have LOVED if her anecdotes could have been from actual true clients with the names changed to protect the guilty. That being said, what Leigh did was useful and I think this book will be really good for many many people. Also, Leigh's suggestions are founded on research. She doesn't give that to you, you must trust her. I think that is OK and you should, but again, I want to make sure people understand this is LESS about the psychology of price and more about putting the psychology of price in action. Good book - very action oriented. Keep up the good work Leigh.

1 of 2 people found the following review helpful. Step by step story telling book ! By Ashraf A Osman
My "Liking" of this book is based on my limited knowledge of psychology of pricing. I am a business effectiveness consultant to mostly service companies, my interaction with setting physical product pricing is limited. That's why this book was an eye opener for me. The thing I did not like is the form of the book; the font is so small and the pages are packed, the paper is thick. Al in all I suffered few pages until I decided to buy it again on Kindle format. I recommend the book for any new comer to the world of pricing, it is a step by step story telling kind of book. If only the publisher was giving the author better form options!

0 of 0 people found the following review helpful. Boring... By Customer
Boring, not of real value. Probably for someone totally new to the topic.

One of the most important questions for any business is: how much should I charge? Economics has an easy answer - just look at where demand and supply meet. Unfortunately, this easy answer is wrong. What about the effect of changing the timing on a payment? How do a customer's personal and financial circumstances affect their willingness to pay? Using *The Psychology of Price*, you can discover why price is a psychological issue and how to make the most of that knowledge. Written by the founder of the UK's leading pricing consultancy Inon, whose clients range from the BBC and confused.com to Grants Whisky and HM Treasury - *The Psychology of Price* offers a unique opportunity for business owners and finance and marketing professionals to gain an insight into the way consumers think and purchase and to learn the actual research methods and pricing techniques used by multinational companies. A practical, jargon-free workbook, *The Psychology of Price* demystifies a critical aspect of running a business, lucidly and logically explaining the science behind pricing so that you can generate more demand, more profit and more customer value today. Inside *The Psychology of Price*, you can learn:

- How to get people to expect to pay more
- How presenting products that nobody wants can influence what customers are willing to pay
- How upselling by low-cost add-ons can increase sales and perceived value

Crucially, *The Psychology of Price* will help you find out how good your pricing really is and give you the toolkit to ensure you charge the right price point for your product or service. What have you got to lose?

About the Author Leigh is a pricing expert and leading researcher in behavioural economics, writing the UK's most popular behavioural blog (www.knowingandmaking.com) and appearing as a frequent guest on BBC News. By background a mathematician and economist, he is the founder and chief executive of Inon, the UK's leading pricing consultancy.