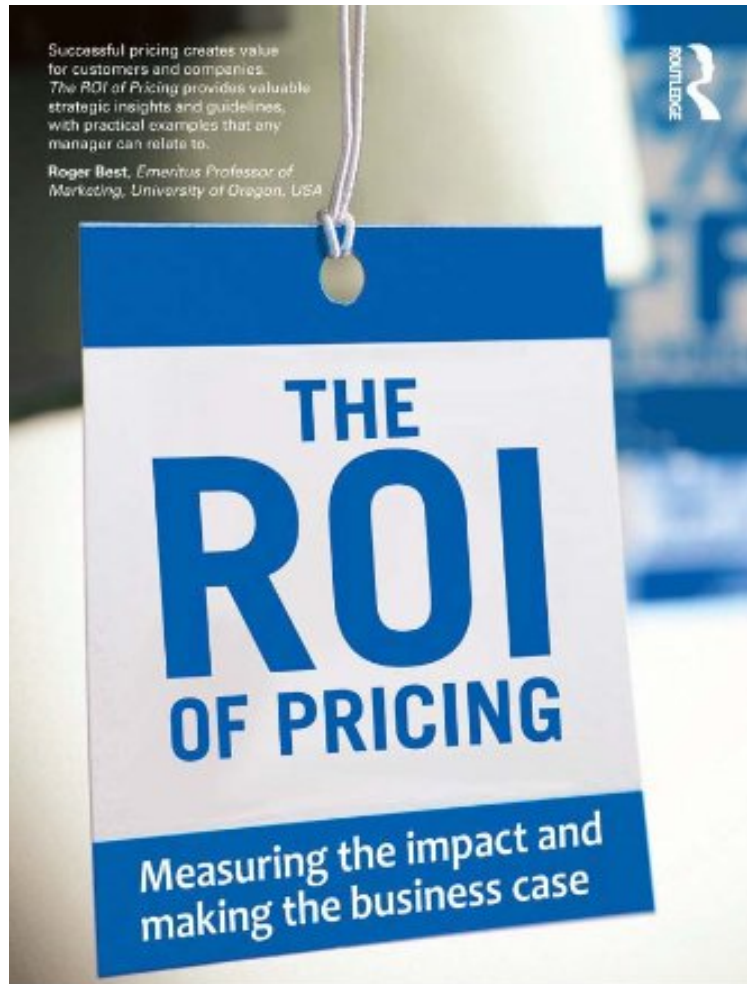


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The ROI of Pricing: Measuring the Impact and Making the Business Case

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EDITED BY STEPHAN M. LIOZU AND
ANDREAS HINTERHUBER

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0 of 0 people found the following review helpful. highly recommended book for others in pricing fieldBy chintamani modakThis book is a real treasure on pricing ROI methodologies by providing so many new insights from pricing experts around the world and that makes pricing more interesting for me . highly recommended book for others in

pricing field

As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results, but also to document its impact to the bottom line. A fundamental part of this is the pricing ROI calculations. This book, edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu, is the first to outline contemporary theories and best practices of documenting pricing ROI. It provides proven methods, practices and theories on how to calculate the impact of pricing activities on performance. Marketing ROI is now a common concept: this collection proves to do the same for pricing. Hinterhuber Liozu introduce the concept of pricing ROI, documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future ndash; in times of budget constraints. 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much-needed light on how to measure and increase pricing ROI. This groundbreaking book will enlighten students and specialists of marketing and sales, pricing managers and executives alike.

Successful pricing creates value for customers and companies. The ROI of Pricing provides valuable strategic insights and guidelines, with practical examples that any manager can relate to. Roger Best, Emeritus Professor of Marketing, University of Oregon, USA With a wide variety of pricing expert contributions and a thorough, yet detailed list of topics, this latest book from Liozu Hinterhuber will be an invaluable resource for those who are looking to increase their pricing knowledge and improve their company's profitability. This book addresses many of the important questions stemming from the renewed importance of the pricing discipline today. Kevin Mitchell, President, The Professional Pricing Society It is critical for pricing organizations to adopt a rigorous, investment-oriented culture around their efforts to build new capabilities. This book brings an important contribution to the pricing profession so that they can better compete for investment funds. Andres Reiner President CEO, PROS Holdings Measuring the impact of pricing projects and the pricing function is THE key to drive firm performance via pricing. Once calculated, the Executive Suite can see the sustainable and immediate payback and justify investing in the tools, processes, and people to realize this value. This book by Stephan Liozu and Andreas Hinterhuber provides a framework and best practices on how to do this and is a recommended reading for any pricing professional. Todd Snelgrove, Global Manager, Value, SKF Not a moment too soon! The ROI of Pricing is a timely and exciting contribution to our understanding of a pressing business issue ndash; the ability to systematically justify and show the impact of pricing decisions. The authors tackle this issue with contributions from expert practitioners and academics leading the field, and successfully manage to provide acute and critical insights with depth and rigour. As a niche area that contributes directly to the bottom line this book is a must read for anyone managing pricing decisions, or anyone with an interest in understanding the power of pricing! Dr Ben Lowe, Kent Business School, University of Kent, UK Finally! A practical and intelligent explanation of pricing! This book describes the downstream consequences when firms get their pricing strategies right, as well as when they get them wrong. With detailed explanations and real-life examples, this book clearly explains the complexity of pricing. The reader will find everything they need to know about pricing strategies to enter new markets, beat their competitors, and ensure that they don't unwittingly cannibalize their own products. Dr Richard Pech, Associate Professor of Management, La Trobe University, Melbourne Australia The ROI of Pricing provides an excellent overview of contemporary research and practitioner thinking about the financial impact of strategic pricing. It provides evidence-based guidelines for how to evaluate such investments in pricing capability and motivate the expense within your organization by quantifying the returns. Niklas L. Hallberg PhD, Senior Lecturer of Strategic Management, Lund University, Sweden With today's macroeconomic and competitive market pressures, general managers push their business functions to deeper clarifications of the value that they contribute and the costs that they incur. As all this information culminates in the price decision, the logical next step is to quantify the contributions and costs of the pricing function itself. The ROI of pricing brings together relevant insights in this topic and is therefore a must read for managers that want to stay ahead of competition. Readers will discover that pricing as the final step in the value creation process, can be a major source of tomorrow's competitive advantage. Paul Ingenbleek, Wageningen University, The Netherlands As a practitioner in the "real" world trying to implement best practice pricing in global organizations, I have several times seen the paradox hindering organizations to move from cost-plus to value-based pricing. On one hand, everyone see the rationale, and agree that it makes sense, on the other hand it is very difficult to get the organization to make the effort, -or to get decision-makers to support the steps needed to make the transition. I believe this book will be a great help in this process, by giving compelling examples and evidence in a clear-cut and motivating way Berndt Berndtsson, Marketing Processes Director, Sweden About the Author Stephan M. Liozu is the Founder of Value Inruption Advisors based in the USA. Andreas Hinterhuber is a Partner of Hinterhuber Partners based in Austria