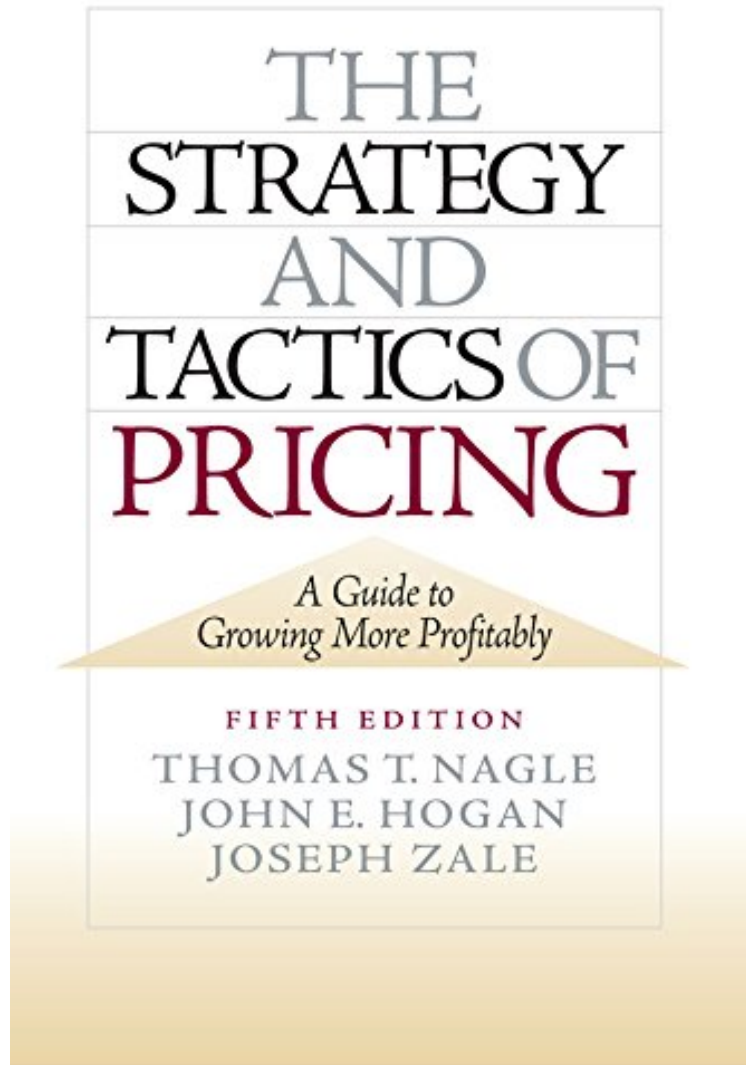


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## The Strategy and Tactics of Pricing: New International Edition

*Thomas T. Nagle, John Hogan, Joseph Zale*  
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**Thomas T. Nagle, John Hogan, Joseph Zale : The Strategy and Tactics of Pricing: New International Edition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Strategy and Tactics of Pricing: New International Edition:

0 of 0 people found the following review helpful. I would actually have recommended that the teacher look into another book. By Savage2Well, I had to get it for a class, so didn't have a choice in the book. It did what the professor asked. I would actually have recommended that the teacher look into another book, or be more willing to help (a separate issue not related to the book). Some of the content was not well explained, so unless you have a helpful professor or really understand the subject, not the easiest to use. 2 of 2 people found the following review helpful. The

Standard Pricing Text By Hans P. Zell Since the first edition in 1987, Tom Nagel's "The Strategy and Tactics of Pricing" has been the standard pricing text and an indispensable guide to value-oriented pricing for students and practitioners alike. All the major pricing topics are expertly covered with a good balance between theory and practice. As one very interested in this important topic and about to publish his own pricing book, I can highly recommend this work as there is nothing comparable on the market today. 0 of 0 people found the following review helpful. A lot of information from the older editions have been edited out which is a shame because they were very good. By Ivan Ng Needs a Kindle version. A lot of information from the older editions have been edited out which is a shame because they were very good.

For undergraduate introduction to Market Pricing courses. A comprehensive and practical, step-by-step guide to pricing analysis and strategy development. The Strategy and Tactics of Pricing shows readers how to manage markets strategically rather than simply calculate pricing based on product and profit in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in today's markets. Features: NEW! Show students how proper pricing can increase profitability; New Chapter on Price Implementation. A completely new chapter on implementing pricing strategy identifies the challenges involved in embedding strategic pricing principles within an organization. This chapter also describes how managers can lead a structured change process to build a more profitable commercial organization. NEW! Offer access to pricing software; Three-Month Trial of LeveragePoint Software. This edition is now available with software for creating and communicating economic value estimations systematically; from LeveragePoint Innovations Inc. While versions of this software that enable sharing require corporate contracts for access, versions for individual student and practitioner use are available without charge for three months with the purchase of The Strategy and Tactics of Pricing. NEW! Make pricing theory relevant; Updated Examples of Pricing. Helping connect pricing theory to what students are familiar with, this edition includes updated examples with more topical illustrations of current pricing challenges such as: 

- iPhone pricing
- New models for pricing music
- Services pricing

 NEW! Present the latest information; Heavily Revised Chapters. The revised chapter on Pricing Policy provides a theoretically-grounded framework to describe specific policies for managing price changes for situations such as: 

- Cost-based price increases
- Price reductions in a recession
- Discounts

 The chapter on Value Creation now addresses the difference between how to consider value when it is driven by tangible monetary drivers (saving money on gas) versus the more subjective psychological drivers (doing the right thing for the environment). The chapter on Value and Price Communication has been substantially revised to describe how to communicate value in a wide variety of product and customer contexts. This chapter also demonstrates how to target communications to affect specific behaviors throughout the customer's buying process. The chapter on Price Setting has been expanded to provide a robust process for setting prices that can be widely applied to consumer and business markets.

From the Back Cover **KEY BENEFIT:** The Strategy and Tactics of Pricing shows readers how to manage markets strategically rather than simply calculate pricing based on product and profit in order to improve their competitiveness and the profitability of their offers. **KEY TOPICS:** Strategic Pricing; Value Creation; Price Structure; Price and Value Communication; Pricing Policy; Price Level; Pricing Over the Product Life Cycle; Pricing Strategy Implementation; Costs; Financial Analysis; Competition; Measurement of Price Sensitivity; Ethics and the Law; **MARKET:** For those interested in learning about market pricing.