

Seventh Edition

The Strategy and Tactics of Pricing

A Guide to Growing More Profitably

Thomas T. Nagle, Georg Müller and Evert Gruyaert



Strategy And Tactics Of Pricing A Guide To Growing More Profitably

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Strategy And Tactics Of Pricing A Guide To Growing More Profitably:

The Strategy and Tactics of Pricing Thomas T. Nagle, Georg Müller, Evert Gruyaert, 2023-07-31 The Strategy and Tactics of Pricing is the most well established and influential strategic pricing text available relied on by practitioners and students globally as a core guide for value based pricing The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner Rather than calculating prices to cover costs or to achieve sales goals readers will learn to frame more strategic choices that proactively influence customer perceptions of value manage internal costs and profitably shift demand curves This edition features new discussions on harnessing concepts from behavioral economics as well as a refined value cascade to help organize the topics covered in this book Readers will also benefit from Major revisions to more than a third of the chapters including an expanded discussion of the role of artificial intelligence and machine learning analytics tools to assist in the evaluation of new pricing opportunities Discussion of many of the new pricing and revenue recognition models such as consumption based pricing outcomes based pricing and others An expanded discussion on Special Topics in Pricing that cover many of the transformative pricing moves successful companies have made in the past few years in response to major disruptive forces such as the pandemic as well as re emergent inflation In chapter textboxes and call out to highlight different pricing concepts in action using actual examples of companies addressing market challenges Chapter summaries and visual aids to help the reader better understand the ideas and concepts presented throughout this book This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic price management and achieving commercial excellence for their organizations Additional online resources include PowerPoint slides and an instructor s manual including exercises mini cases and examination questions

The Strategy and Tactics of Pricing Thomas T. Nagle, John Hogan, Joseph Zale, 2016-08-23 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

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The Strategy and Tactics of Pricing Thomas T.

Nagle, Georg Müller, 2017-11-20 *The Strategy and Tactics of Pricing* explains how to manage markets strategically and how to grow more profitably Rather than calculating prices to cover costs or achieve sales goals students will learn to make strategic pricing decisions that proactively manage customer perceptions of value motivate purchasing decisions and shift demand curves This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined value cascade structure to the topics Readers will also benefit from Major revisions to almost half of the chapters including an expanded discussion of big data analytics and a revised chapter on Specialized Strategies which addresses timely technical issues like foreign exchange risks reactions to market slumps and managing transfer prices between independent profit centers A completely rewritten chapter on Creating a Strategic Pricing Capability which shows readers how to implement the principles of value based strategic pricing successfully in their organizations In chapter textboxes updated to provide walk through examples of current pricing challenges revenue models enabled by an increasingly digital economy and advances in buyer decision making explained through classic principles that still apply today Chapter summaries and visual aids which help readers grasp the theoretical frameworks and actionable principles of pricing analysis This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic marketing and pricing A companion website features PowerPoint slides and an instructor's manual including exercises mini cases and examination questions

The Strategy and Tactics of Pricing, 2011 *The Strategy and Tactics of Pricing*

Thomas T. Nagle, 2023 *The Strategy and Tactics of Pricing* is the most well established and influential strategic pricing text available relied on by practitioners and students globally as a core guide for value based pricing The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and

profitable manner Rather than calculating prices to cover costs or to achieve sales goals readers will learn to frame more strategic choices that proactively influence customer perceptions of value manage internal costs and profitably shift demand curves This edition features new discussions on harnessing concepts from behavioral economics as well as a refined value cascade to help organize the topics covered in this book Readers will also benefit from Major revisions to more than a third of the chapters including an expanded discussion of the role of artificial intelligence and machine learning analytics tools to assist in the evaluation of new pricing opportunities Discussion of many of the new pricing and revenue recognition models such as consumption based pricing outcomes based pricing and others An expanded discussion on Special Topics in Pricing that cover many of the transformative pricing moves successful companies have made in the past few years in response to major disruptive forces such as the pandemic as well as re emergent inflation In chapter textboxes and call Out to highlight different pricing concepts in action using actual examples of companies addressing market challenges Chapter summaries and visual aids to help the reader better understand the ideas and concepts presented throughout this book This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic price management and achieving commercial excellence for their organizations Additional online resources include PowerPoint slides and an instructor s manual including exercises mini cases and examination questions **Marketing Management**

Essentials (A clear Guide for Entrepreneurs and Management Students) Dr. Ravindra Bhaskar Gawali, Dr. Rahul Khandelwal, 2025-04-14 Embarking on the journey of writing Marketing Management Essentials A Clear Guide for Entrepreneurs and Students has been a profound and enriching experience and we are deeply grateful to those whose contributions have made this endeavor possible We express our heartfelt gratitude to Goddess Saraswati the embodiment of knowledge wisdom and creativity Her divine blessings have illuminated our path guiding us through the intricacies of crafting this comprehensive guide May her grace continue to inspire and enlighten all those who embark on the journey of learning through these pages We extend our sincere appreciation to our parents whose unwavering love encouragement and blessings have been the bedrock of our lives Their sacrifices support and belief in our capabilities have fueled our aspirations and given us the strength to overcome challenges This book stands as a testament to their enduring influence on our journey We are deeply indebted to many faculty mentors coaches and students for their scholarly guidance mentorship and insights that have enriched the content of this book Their commitment to education and profound knowledge of marketing management has been a source of inspiration To the team at AG Publishing House thank you for your professionalism expertise and collaborative spirit Your dedication to excellence has played a crucial role in shaping this book into a valuable resource for aspiring marketers A heartfelt thank you to our colleagues and mentors whose shared experiences and diverse perspectives have enriched the content of this book Your collaborative spirit has been instrumental in creating a guide that resonates with a broad audience Elgar Encyclopedia of Pricing Andreas Hinterhuber, 2024-07-05 The Elgar Encyclopedia

of Pricing presents a holistic view of cutting edge topics practical insights and global perspectives on pricing In depth entries cover everything from behavioral pricing and artificial intelligence to sustainability pricing strategies and dynamic online pricing

Strategic Market Management Atindra Kumar Biswas,2018-01-17 How to Manage Market For Sustainable Profit and Growth This concise book is an attempt to answer this question by urging the business professionals to see and carry out the entire business from the perspective of customers The book provides step by step directions to business professionals how to find out the unmet or under met jobs of customers how to choose the market of interest and specific groups of customers for doing business with how to create and deliver winning customer value proposition for these customers through innovation and suitable business models how to navigate the business through product development branding sales and distribution under different kinds of market complexities including commoditization and globalization of markets and provide seamless experience to the customers The book ends with recommending ways to manage customer loyalty and profitability and steering the firm to the path of sustained profitable growth

The Innovation Approach David C. Roach,2024-12-04 Revisiting the fundamentals of innovation by considering the strengths and weaknesses of Design Thinking and the Lean Startup expert David C Roach focuses on innovation management and emphasizes the importance of managing the front end of innovation where critical decisions are made and concepts are shaped

Strategic Marketing Management: Theory and Practice Alexander Chernev,2019-01-01 Strategic Marketing Management Theory and Practice offers a systematic overview of the fundamentals of marketing theory defines the key principles of marketing management and presents a value based framework for developing viable market offerings The theory presented stems from the view of marketing as a value creation process that is central to any business enterprise The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities The information on marketing theory and practice contained in this book is organized into eight major parts The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book Specifically we discuss the role of marketing management as a value creation process the essentials of marketing strategy and tactics as the key components of a company s business model and the process of developing an actionable marketing plan Part Two focuses on understanding the market in which a company operates Specifically we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company s offerings We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action Part Three covers issues pertaining to the development of a marketing strategy that will guide the company s tactical activities Here we focus on three fundamental aspects of a company s marketing strategy the identification of target customers the development of a customer

value proposition and the development of a value proposition for the company and its collaborators The discussion of the strategic aspects of marketing management includes an in depth analysis of the key principles of creating market value in a competitive context The next three parts of the book focus on the marketing tactics viewed as a process of designing communicating and delivering value Part Four describes how companies design their offerings and specifically how they develop key aspects of their products services brands prices and incentives In Part Five we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose purchase and use a company s offerings Part Six explores the role of distribution channels in delivering the company s offerings to target customers by examining the value delivery process both from a manufacturer s and a retailer s point of view The seventh part of the book focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company s business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

The Grid Matt Watkinson, 2017-08-24

This ground breaking book from award winning author MATT WATKINSON reveals the fundamental inseparable elements behind the success of every business The Grid provides the mental scaffolding to help you Evaluate and refine product and service ideas Reduce risk by considering the broader impact of strategic decisions Identify the root causes of business challenges Anticipate the impact of changes in the market and turn them to your advantage Collaborate more effectively across teams Combining practical guidance with real world examples The Grid will bring clarity and confidence to your business decision making

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one business book in your life it should be *The Grid* PHILIP ROWLEY Chief Finance Officer Sony Pictures Entertainment

Business-to-Business Brand Management Mark S. Glynn, Arch G. Woodside, 2009-06-19 Focuses on sensemaking decisions actions and evaluating outcomes relating to managing business to business brands including product and service brands This book features chapters that address aspects of the marketing mix for business to business and industrial marketers It includes papers that provide brand management insights for managers *QFINANCE: The Ultimate Resource, 4th edition* Bloomsbury Publishing, 2013-09-26 QFINANCE The Ultimate Resource 4th edition offers both practical and thought provoking articles for the finance practitioner written by leading experts from the markets and academia The coverage is expansive and in depth with key themes which include balance sheets and cash flow regulation investment governance reputation management and Islamic finance encompassed in over 250 best practice and thought leadership articles This edition will also comprise key perspectives on environmental social and governance ESG factors essential for understanding the long term sustainability of a company whether you are an investor or a corporate strategist Also included Checklists more than 250 practical guides and solutions to daily financial challenges Finance Information Sources 200 pages spanning 65 finance areas International Financial Information up to date country and industry data Management Library over 130 summaries of the most popular finance titles Finance Thinkers 50 biographies covering their work and life Quotations and Dictionary **QFINANCE** Bloomsbury Publishing, 2014-11-20 QFINANCE The Ultimate Resource 5th edition is the first step reference for the finance professional or student of finance Its coverage and author quality reflect a fine blend of practitioner and academic expertise whilst providing the reader with a thorough education in the many facets of finance *Handbook of Business-to-Business Marketing* Lilien, Gary L., Petersen, Andrew J., Wuyts, Stefan, 2022-07-15 This path breaking Handbook is targeted primarily at marketing academics and graduate students who want a comprehensive overview of the academic state of the business to business marketing domain It will also prove an invaluable resource for forward thinking business to business practitioners who want to be aware of the current state of knowledge in their domains

Digital Business Models for Industry 4.0 Carlo Bagnoli, Andrea Albarelli, Stefano Biazzo, Gianluca Biotto, Giuseppe Roberto Marseglia, Maurizio Massaro, Matilde Messina, Antonella Muraro, Luca Troiano, 2022-05-20 Technological advancements are contributing to shape future business models and the industrial scenario Companies face the challenge of having to adapt to the frequently shifting technology landscape Therefore organizations must exploit technological advances to thrive in the digital revolution This book presents and discusses emerging digital business models in the Industry 4.0 These models are illustrated with real case studies and include data driven platform smart factory and servitization among others The book introduces a detailed classification to help organizations to redesign their current business models and discusses how to gain unique competitive advantages The book includes not only theoretical concepts to understand the context of digital transformation but also an assessment framework to enable and support innovation in organizations and create new revenue

streams The book will be of interest to students and professionals alike who want to understand the core of the Industry 4.0

Make Your Business Survive and Thrive! Priscilla Y. Huff, 2007-04-10 If you're an entrepreneur or you're just thinking of starting a business start with this smart practical guide to small business success It shows you how to maintain healthy growth and profits no matter what kind of business you own and helps you get the most out of your limited resources Grow your business and get on the fast track to success

Digital Pricing Strategy Stephan M. Liozu, Andreas Hinterhuber, 2023-06-27 Digital Pricing Strategy provides a best practice overview of how companies design analyze and execute digital pricing strategies Bringing together insights from academic and professional experts globally the text covers essential areas of the value and pricing of data platform pricing pricing of subscriptions and monetization of the global environment Case studies examples and interviews from leading organizations including Zuora Honeywell Relayr Alcatel Lucent ABB Thales and General Electric illustrate key concepts in practice To aid student learning chapter objectives summaries and key questions feature in every chapter alongside PowerPoint slides and a test bank available online for lecturers Comprehensive and applied in its approach this text provides postgraduate MBA and Executive Education students with an understanding of the capabilities processes and tools that enable executives to effectively implement digital transformations and capture value from digital innovations

Marketing Philip Kotler, Suzan Burton, Kenneth Deans, Linen Brown, Gary Armstrong, 2015-05-20 The ultimate resource for marketing professionals Today's marketers are challenged to create vibrant interactive communities of consumers who make products and brands a part of their daily lives in a dynamic world Marketing in its 9th Australian edition continues to be the authoritative principles of marketing resource delivering holistic relevant cutting edge content in new and exciting ways Kotler delivers the theory that will form the cornerstone of your marketing studies and shows you how to apply the concepts and practices of modern marketing science Comprehensive and complete written by industry respected authors this will serve as a perennial reference throughout your career

Strategic Marketing Management S. Soundaia, 2019-06-05 Essentials of Strategic Marketing Management The Process of Strategic Marketing Management Analysing Buyer Behaviour Strategic Marketing Factors for Growth Strategic Marketing Planning Situation Analysis Market Segmentation and Product Positioning Strategic Product Pricing The Distribution Strategy Product Life Cycle Management Strategies New Product Strategies Competition Winning Strategies Advertising and Sales Promotion Strategies Salesforce Management Strategies Strategies Brand Management Creation of Competitive Advantages Strategic Services Management Customer Relationship Strategies

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