

SECOND EDITION

THE  
STRATEGY  
*A Guide*  
AND  
*To Profitable*  
TACTICS  
*Decision Making*  
OF  
PRICING

*Thomas T. Nagle / Reed K. Holden*

# Strategy And Tactics Of Pricing Trade Version A Guide To Profitable Decision Making

**Thomas T. Nagle, John Hogan, Joseph  
Zale**



## **Strategy And Tactics Of Pricing Trade Version A Guide To Profitable Decision Making:**

**Pricing** Gábor REKETTYE, Jonathan Liu, 2018-05-23 Pricing The New Frontier by Gábor REKETTYE and Jonathan LIU  
Published May 2018 The importance of pricing and price management is growing all over the world primarily due to the turbulent economic situation accelerating technological development the saturation of markets and the globalization of competition All these trends affect the achievement of company objectives place prices pricing and price management in a context that differs greatly from what has been known before In developing and fast moving economies like India getting the pricing strategy right is a necessity for the short and long term future of the firm The pricing decision will impact on the profitability and ultimately on the performance of the firm Executives and managers responsible making pricing decisions will find this book useful and informative in shedding light on an area that is complicate and complex Dr M K Nandakumar Associate Professor of Strategic Management Indian Institute of Management Kozhikode India Leading technological development across the world requires an in depth understanding of the impact of the pricing decision and business strategy This book will give its readers a clear understanding of impact of the pricing decision on the industry the customer and its competitors I fully recommend and endorse this book Jeff C K Lim BU Deputy CEO at ASM Pacific Technology Ltd Singapore Pricing of goods and services is a critical decision that creates immediate competitive advantage This book explains the principles of pricing clearly and concisely It seamlessly knits concept and practice It is a useful text book but also useful to practicing managers charged with challenging task of pricing goods and services I strongly recommend the book to practitioners and students Professor Abby Ghobadian FBAM FAcSS CCMi Professor of Management Henley Business School United Kingdom At a time when almost continuous change is disrupting nearly all industries and the internet is putting ever more power in the hands of the customer a book that treats pricing with substance and foresight is a welcome addition to the market Professor John R Schermerhorn Jr O Bleness Professor Emeritus Ohio University United States In contemporary business pricing is much more than just the money equivalent of the product value This book provides a high quality review of different concepts and issues regarding pricing from different stakeholders perspectives It can be recommended both as students textbook as well as a managers toolkit for making strategic and tactical pricing decisions Professor Mirna Leko imi Professor of Marketing at Faculty of Economics at J J Strossmayer University of Osijek Croatia Price is the value that is attached to a product or service and is usually the result of complex set of calculations research and risk analysis This book provides comprehensive and understandable strategies and tactics that one may use to price a product or service in our current the multi faceted operating environment It is a great resource for both practitioners and academics Dr Dolores Rinke CPA Professor Emerita Purdue University United States In a fast changing world with fierce competition pricing has been increasingly the new frontier and battle field for business operations Dynamic pricing needs to be deployed as the brand new strategy for global organizations to gain competitive advantages and sustainable profit growth This book provides insightful

knowledge of the dynamics of setting price in a networked global context and enables academics and professionals to have a clear understanding of the principle and practice Dr Xinping Shi Associate Professor of Information and Operations Management Hong Kong Baptist University Hong Kong SAR China Getting the pricing of products and services right is challenging and difficult It is more complicated in a globalized world and further challenging when it is across different types of economies This book will offer guidance in setting and negotiating prices for trading across borders and on the digital platform and will prove useful for practitioners and students I highly recommend the book Professor Vincent XG Qi PhD FRAI Wolfson College University of Cambridge Marcel Mauss Chair Distinguished Professor of Global Supply Chain Management and Business Anthropology Anshan Normal University in China Contents PART 1 PRICING BASICS Chapter 1 PRICING IN FOCUS Chapter 2 THE ECONOMICS OF PRICING Chapter 3 CUSTOMERS PRICE PERCEPTION Chapter 4 PRICES COSTS AND PROFIT Chapter 5 METHODS OF PRICE SETTING PART 2 STRATEGIES AND TACTICS OF PRICING Chapter 6 PRICING STRATEGY Chapter 7 PRODUCT LIFE CYCLE PRICING Chapter 8 DYNAMIC PRICING Chapter 9 PRODUCT LINES PRICING Chapter 10 PRICE BUNDLING PART 3 INTERMEDIARY PRICING Chapter 11 PRICING ACROSS THE MARKETING CHANNELS Chapter 12 RETAIL AND WHOLESALE PRICING Chapter 13 PRICING IN INTERNATIONAL MARKETS Chapter 14 SUCCESSFUL PRICE NEGOTIATIONS Bibliography Index Product Details ISBN 9781910781944 Publisher Transnational Press London Published 23 May 2018 Language English Pages 320 Interior Ink Black white Weight approx 0 65 kg Dimensions approx 18 9cm wide x 24 59cm tall

**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** 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 are available without charge for three months with the purchase of The Strategy and Tactics of Pricing NEW Make pricing theory relative 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

**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

**Journal of Economic Behavior & Organization** ,1993      田口浩二,2005      **The Value of Broadband and the Deadweight Loss of Taxing New Technologies** Austan Goolsbee,2000      **Media and Digital Management** Eli M. Noam,2019-01-23 Being a successful manager or entrepreneur in the media and digital sector requires creativity innovation and performance It also requires an understanding of the principles and tools of management Aimed at the college market this book is a short foundational volume on media management It summarizes the major dimensions of a business school curriculum and applies them to the entire media media tech and digital sector Its chapters cover in a jargonless non technical way the major functions of management First creating a media product the financing of projects and the management of technology HR production operations intellectual assets and government relations Second harvesting the product created market research marketing pricing and distribution And third the control loop media accounting and strategy planning In the process this book becomes an indispensable resource for those aiming for a career in the media and digital field both in startups and established organizations This book is designed to help those aiming to join the media and digital sector to become creative managers and managerial creatives It aims to make them more knowledgeable less blinded by hype more effective and more responsible

**Double your Price: The Strategy and Tactics of Smart Pricing** David Falzani,2023-03-27 Getting your pricing strategy right is the difference between sustainable growth investing in product development and happy engaged customers and stakeholders Harvard Business Review research shows that pricing has almost 4 times as much influence on a company s ability to reinvest than top line sales growth But if you don t understand the psychology of pricing having the wrong price can undermine your chances for success Double Your Price is your practical accessible guide on the theory strategy psychology and execution of pricing With useful tools and clear realistic guidance on how to leverage pricing to drive business success you ll be able to answer the following questions for your business or product How much should we

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through a focus on the needs and sensitivities of the customer This customer focus theme is evident throughout the text The author helps to overcome the mathematical anxieties of students with an intuitive approach to understanding basic pricing concepts and presents mathematical techniques as simply more detailed specifications of these concepts Provided by publisher **Subject Guide to Books in Print**, 1993 *Marketing Information* Michael R. Oppenheim, Wendy Diamond Mulcahy, 2013-10-31 Help your patrons create effective marketing research plans with this sourcebook *Marketing Information A Strategic Guide for Business and Finance Libraries* identifies and describes secondary published sources of information for typical marketing questions and research projects Experts in the field offer a guided tour of the signposts and landmarks in the world of marketing information highlighting the most important features This extensive guide serves as a strategic bibliography covering over 200 printed books and serials subscription databases and free Web sites *Marketing Information* contains several useful features including basic bibliographic descriptions with publisher location frequency format price and URL contact information for each source listed special text boxes with practical tips techniques and short cuts an alphabetical listing of all source titles an index to subjects and sources Unlike some research guides that recommend only esoteric and expensive resources this book offers a well balanced mix of the readily available and the costly and or not widely available so that researchers who lack immediate access to a large university business research collection still has a core of accessible materials that can be found in a public library or on the Web This book will help you provide top notch service to clients such as marketing instructors in developing assignments and other curricula which incorporate a business information literacy component students whose assignments require library or other research to identify and use key marketing information tools entrepreneurs and self employed business people writing marketing plans business plans loan applications and feasibility plans marketers who wish to consult and or incorporate standard secondary sources in their marketing plans or research projects experienced market researchers who need relevant secondary sources as a preliminary step to surveys questionnaires and focus groups reference librarians who advise these groups in academic public or corporate library settings collection development librarians selecting material for public academic and special libraries *Marketing Information* is a practical tool for marketers and for those studying to be marketers The authors are seasoned academic business librarians who have helped doctoral candidates faculty researchers MBA and undergraduate students marketing professionals entrepreneurs and business managers all find the right information Now in this resource they come together to help you *Praximarket : les mille mots clés pour maîtriser le marketing* Jean-Marc Lehu, 1995-12-31T23:00:00+01:00 Le marketing volue s enrichit s universalise Un nombre croissant de professionnels d tudants et de chercheurs de tous horizons pratique quotidiennement cette discipline Son volution constante rendait n cessaire la constitution d une v ritable bo te outils contenant l ensemble des termes notions et concepts du marketing *Praximarket* rassemble les 1 000 mots cl s permettant de ma triser le marketing Il recouvre aussi bien les domaines de la



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**Academy of Marketing Science (AMS) Annual Conference** Robert L. King, 2015-04-27 This volume includes the full proceedings from the 1991 Academy of Marketing Science AMS Annual Conference held in Fort Lauderdale Florida The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behavior international marketing services marketing marketing education among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science [PRICING Prices of reimbursed drugs,](#)

[negotiations and risk sharing](#) , **Handbook of Fish Biology and Fisheries** Paul J. B. Hart, John D. Reynolds, 2008-04-15 Recent decades have witnessed strong declines in fish stocks around the globe amid growing concerns about the impact of fisheries on marine and freshwater biodiversity Fisheries biologists and managers are therefore increasingly asking about aspects of ecology behaviour evolution and biodiversity that were traditionally studied by people working in very separate fields This has highlighted the need to work more closely together in order to help ensure future success both in management and conservation The Handbook of Fish Biology and Fisheries has been written by an international team of scientists and practitioners to provide an overview of the biology of freshwater and marine fish species together with the science that supports fisheries management and conservation This volume subtitled Fisheries focuses on a wide range of topics including the history of fisheries science methods of capture marketing economics major models used in stock assessments and forecasting ecosystem impacts marine protected areas and conservation It builds on material in Volume 1 Fish Biology which ranges from phylogenetics and biogeography to physiology recruitment life histories genetics foraging reproductive behaviour and community ecology Together these books present the state of the art in our understanding of fish biology and fisheries and will serve as valuable references for undergraduates and graduates looking for a comprehensive

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