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Harvard Business Review On Pricing (Harvard Business Review Paperback)



Synopsis

Finding the right price for your product or service often feels more like an art than a science. Today's consumers are more price-sensitive and cost-savvy than ever. Price a product too high and you may limit your market. Price too low and not only will you leave money on the table, you may damage your brand or, even worse, ignite a competitive price war. This book provides the techniques you'll need to manage your pricing strategy with confidence. A sampling of what you'll find in these pages: How even a tiny improvement toward the "right price" can create real bottom-line results; How to time price changes based on a product's perceived value; When pricing a new product right is critical, and when the market will allow you room to experiment; Why small improvements in quality can support big changes in price.

Book Information

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Customer Reviews

I bought this book in an airport bookstore thinking it would be a good review of pricing and price management. The series of articles from HBR was a perfect start in returning to pricing analysis and price optimization. Be forewarned, the topics are not in-depth but rather introductory material. A great read for a long flight and good future reference.

This is a good summary of many pricing ideas and methods of analysis. A good quick reference for any one interested in professional pricing. I highly recommend it for marketing, managers, accounting, engineering, and pricing (of course).

A very good introduction into "various" pricing schemes and strategies, but lacked the in-depth clinical approach that I expected.

Gives you an introduction to pricing. A very good future reference. Very happy with my purchase, it serves the exact purpose for which I ordered it.

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