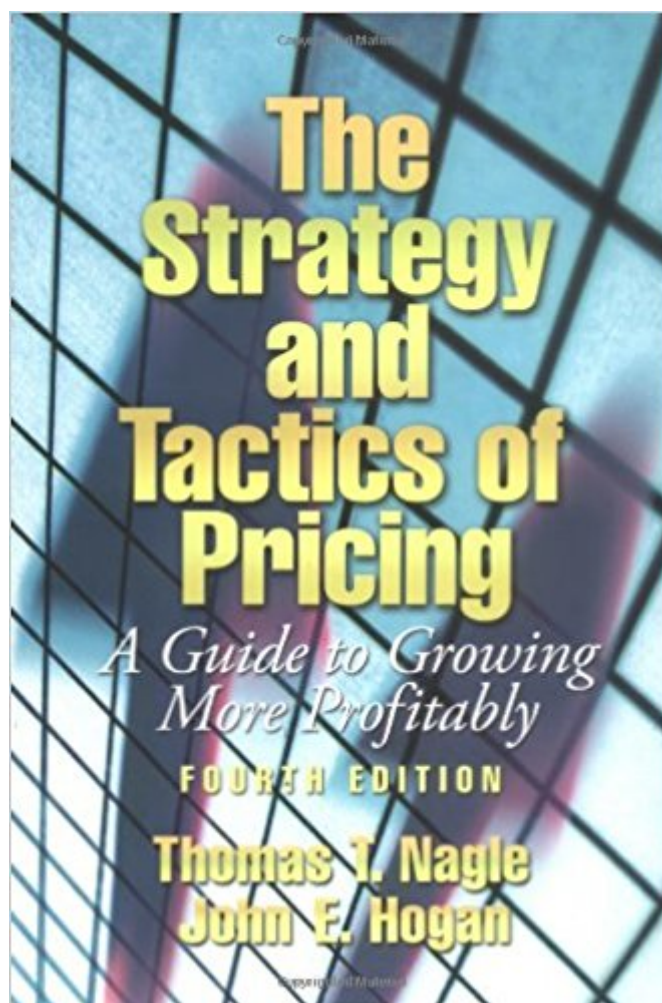


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# The Strategy And Tactics Of Pricing: A Guide To Growing More Profitably



## Synopsis

For Pricing Strategy or Pricing and Product Policy courses in MBA and/or advanced undergraduate marketing courses The Strategy and Tactics of Pricing provides a comprehensive, practical, step-by-step guide to pricing analysis and strategy development.

## Book Information

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## Customer Reviews

“The concepts espoused in this book taught us to focus on how we deliver superior value to our customers, and thereby enabled pricing strategies that have driven both our growth and profitability.”  
• Scott Heekin-Canedy President and General Manager The New York Times  
“A roadmap to profitable growth, this book helps you put the theories into practice and deliver measurable results.”  
• Mark A. Kopelman Vice President, Strategy and Marketing RR Donnelley  
“Concepts described in this book were instrumental in helping us align our offerings with the value they provide to our customers.”  
• Keith Bradley, President Ingram Micro, North America  
“Most executives name pricing as their major challenge and major weakness. This book is an answer. It is full of new ideas and insights.”  
• Philip Kotler Northwestern University  
“For nearly two decades, this book has been the most influential and highly regarded reference among pricing professionals.”  
• Eric Mitchell, President The Professional Pricing Society

I was really curious about this book, but it did seem to be expensive. However, I decided to buy it and here are some thoughts: You may find some different points of view whether you should use: a low cost strategy or differentiation. This part was interesting. As you continue reading the book, information becomes a little more hard to understand. This may not be a good option for students of first year of university. If you have a degree in Economics or Business then you should be able to follow the author. There are parts that are not really practical. Information also becomes redundant. Sometimes I felt that the author had one good idea that could have been explained in 100 pages, but he forced it to 350+ pages. I haven't been able to finish reading the whole book as it became boring. As I said previously there is too much repetition. I would have given this book 5 stars if the content was precise and "priced" at a better price (maybe \$25 USD).

Pricing decisions require all parts of the company to come together and agree on a pricing strategy, which is why it is so hard (especially since the discussion might reveal that you didn't even agree on the general business strategy). In a real-life pricing discussion with the sales, engineering, and finance people in the same room, you need a solid framework to gain a consensus. This book helps. The structure of the book is excellent. It's actionable. I essentially took the table of contents, tweaked it to fit my situation, and then went through each section to create a pricing strategy. The theoretical sections are well complemented by also addressing real-world issues. The only drawback is that the book is not targeted towards any industry or product category which makes some of the examples less relevant.

I work at a large pharma and recently took on a new role in the global pricing department. My new manager recommended this book to understand the fundamentals of pricing. I think it's an excellent piece of work that outlines the importance of pricing and how it should be a process that incorporates multiple departments in a company. They do a good job of using very tangible, current examples to illustrate their theories. However, I find that I must be fully engaged and have my thinking cap on when reading it. I also think it's helpful that my degree was in Econ. They try to make things as simple and practical as possible, but strategy is complex and they introduce certain principles and build off them. Very helpful, but as the title might suggest, not a light read.

This book gives an outstanding, introductory overview of Pricing Strategy. I used this book as an undergraduate student taking an MBA course in Pricing and feared that the learning curve would be too steep for me to keep up in the class (since this was such a foreign field). However, this book

was a very easy, quick and interesting read which helped me greatly during the course. I read the entire thing cover to cover - it's that good. I would recommend this book to anyone who has an interest in learning more about the dynamic field of Pricing Strategy.

I had rented this book for a class. The content was relevant and easy to understand. I decided I really wanted to have a copy for reference.

The author does a good job of establishing a framework for thinking about pricing in the first chapter of the book, then expands on that framework over the first few chapters. Like most business books, however, the deeper into the book you get the less valuable it becomes. Definitely worth buying, but you'll get 90% of the value from the first few chapters

I bought a second copy of this book after loaning it to too many people to know who had had it last. The book is not light reading, is highly technical and has more than a little math to comprehend. But, it is worth it. The strategic thinking is very focused. If you are stuck on how to price your product or how to combat price competition, read this book.

I updated from the 2nd edition I bought years ago. I'm glad to see the focus on value-based pricing. I was a little disappointed that it gets a bit repetitive on calculating price changes and it would be useful to see more examples on calculating the initial price when you really don't have much data to go on.

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