



Pricing Done Right: The Pricing Framework Proven Successful By the World's Most Profitable Companies (Hardback)

By Tim J. Smith

John Wiley Sons Inc, United States, 2016. Hardback. Condition: New. 2nd ed.. Language: English . Brand New Book. Practical guidance and a fresh approach for more accurate value-based pricing Pricing Done Right provides a cutting-edge framework for value-based pricing and clear guidance on ideation, implementation, and execution. More action plan than primer, this book introduces a holistic strategy for ensuring on-target pricing by shifting the conversation from What is value-based pricing? to How can we ensure that our pricing reflects our goals? You ll learn to identify the decisions that must be managed, how to manage them, and who should make them, as illustrated by real-world case studies. The key success factor is to build a pricing organization within your organization; this reveals the relationships between pricing decisions, how they affect each other, and what the ultimate effects might be. With this deep-level insight, you are better able to decide where your organization needs to go. Pricing needs to be done right, and pricing decisions have to be made but are you sure that you re leaving these decisions to the right people? Few managers are confident that their prices accurately reflect the cost and value of their product, and...



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