



The Strategy and Tactics of Pricing: A Guide to Growing More Profitably (Paperback)

By Thomas T. Nagle, Georg Müller

Taylor Francis Ltd, United Kingdom, 2017. Paperback. Condition: New. 6th New edition. Language: English . Brand New Book. 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...



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