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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.

KEY BENEFIT: 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.

KEY TOPICS: Strategic Pricing; Value Creation; Price Structure; Price and Value Communication; Pricing Policy; Price Level; Pricing Over the Product Life Cycle; Pricing Strategy Implementation; Costs; Financial Analysis; Competition; Measurement of Price Sensitivity; Ethics and the Law

MARKET: For those interested in learning about market pricing.