

Pricing And Profitability Management A Practical Guide For Business Leaders

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Pricing And Profitability Management A

Pricing and Profitability Management gives you a game plan to elevate pricing's effectiveness within your organization by clearly identifying common obstacles to improving profitability and addressing the proper strategies to overcome these obstacles. The authors' expertise across multiple geographies, industries, and organization types makes this book a must for senior managers and pricing practitioners alike.

Pricing and Profitability Management: A Practical Guide ...

Chapter summaries Pricing and Profitability Management guides readers through the elements of an effective pricing transformation and concludes with a case study demonstrating how a holistic approach can bring bigger and more sustainable benefits. Here's a closer look at the book, as well as an excerpt from the first chapter Chapter 1: Introduction to pricing and profitability management

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Such an approach to pricing—transaction pricing, one of the three levels of price management (see sidebar "Pricing at three levels")—was first described ten years ago. 1 See Michael V. Marn and Robert L. Rosiello, 'Managing price, gaining profit,' Harvard Business Review , September-October 1992, pp. 84-93.

The power of pricing | McKinsey

A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory ...

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