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The Strategy and Tactics of Pricing Thomas T. Nagle, Georg Müller, Evert Gruyaert, 2023-07-31 The Strategy and Tactics of Pricing is the most well established and influential strategic pricing text available relied on by practitioners and students globally as a core guide for value based pricing The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner Rather than calculating prices to cover costs or to achieve sales goals readers will learn to frame more strategic choices that proactively influence customer perceptions of value manage internal costs and profitably shift demand curves This edition features new discussions on harnessing concepts from behavioral economics as well as a refined value cascade to help organize the topics covered in this book Readers will also benefit from Major revisions to more than a third of the chapters including an expanded discussion of the role of artificial intelligence and machine learning analytics tools to assist in the evaluation of new pricing opportunities Discussion of many of the new pricing and revenue recognition models such as consumption based pricing outcomes based pricing and others An expanded discussion on Special Topics in Pricing that cover many of the transformative pricing moves successful companies have made in the past few years in response to major disruptive forces such as the pandemic as well as re emergent inflation In chapter textboxes and call out to highlight different pricing concepts in action using actual examples of companies addressing market challenges Chapter summaries and visual aids to help the reader better understand the ideas and concepts presented throughout this book This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic price management and achieving commercial excellence for their organizations Additional online resources include PowerPoint slides and an instructor s manual including exercises mini cases and examination questions

Business Model Innovation Allan Afuah, 2014-03-26 Rooted in strategic management research Business Model Innovation explores the concepts tools and techniques that enable organizations to gain and or maintain a competitive advantage in the face of technological innovation globalization and an increasingly knowledge intensive economy The book investigates how organizations can use innovations in business models to take advantage of entrepreneurial opportunities from Crowdsourcing and open innovation Long Tails Social media Disruptive technologies Less is more innovations Network effects Scarcity of complementary capabilities The book also looks at the ways firms can use innovations in business models to exploit or defend against threats With twelve supplementary cases to help readers apply the concepts and techniques this book is a must have for anyone looking to understand the fundamentals of business model innovation

EBOOK: International Marketing, 5e Pervez Ghauri, Philip Cateora, 2021-08-16 In its 5th edition International Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth It provides a solid understanding of the key principles and practices of international marketing The text has been thoroughly updated to reflect the most recent developments in the

current business environment and encourages students to critically engage with the content within the context of modern life

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Wendy A. Stock,2013-03-27 **Stock s Social Issues and Economic Thinking** presents a realistic picture of current economic thought through an understanding of theory and the application of issues It provides concepts in economics and how they relate to real issues in life It delves into economics by looking at Crime Labor Markets Drug Use Population etc using the tools of economics **The Customer Culture Imperative: A Leader's Guide to Driving Superior Performance** Linden Brown,Christopher Brown,2013-12-06 What do Toyota Apple and Zappos have in common **CUSTOMER CENTRIC CULTURE** And now with this research based method you can replicate their success with your business Based on more than 60 studies and the authors three year proprietary research project with more than 100 companies **The Customer Culture Imperative** demonstrates that organizations exhibiting a strong customer centric culture do in fact produce superior business performance It provides diagnostic tools and a roadmap for effective implementation designed to make cultural change concrete and actionable in any organization Dr Linden R Brown is chairman and co founder of MarketCulture Strategies Inc Christopher Brown is the former marketing director for Hewlett Packard for the South Pacific and is presently a Silicon Valley based sales and marketing consultant **Likeable Business: Why Today's Consumers Demand More and How Leaders Can Deliver**

Dave Kerpen,Theresa Braun,Valerie Pritchard,2012-11-02 Dave Kerpen s follow up to his bestselling **Likeable Social Media** gives business owners and marketers time tested strategies for growing revenue **Likeable Business** lays out the eleven strategies companies can use to leverage likeability to increase profits and spur growth Kerpen explains how to ensure that every aspect of a business communicates transparency accountability responsiveness and authenticity which customers find more likeable than traditional marketing campaigns Dave Kerpen is cofounder and CEO of the marketing firm **Likeable Media** included in the INC 500 fastest growing private companies in the United States for both 2011 and 2012 He is the author of the New York Times bestselling book **Likeable Social Media** and is a frequent keynote speaker

Managerial Economics William F. Samuelson,Stephen G. Marks,Jay L. Zagorsky,2022-06-30 **Managerial Economics** introduces undergraduates MBAs and executives to the complex decision problems today s managers face providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment Going beyond the traditional academic approach to teaching economic analysis this comprehensive textbook describes how practicing managers use various economic methods in the real world Each chapter opens with a central managerial problem challenging readers to consider and evaluate possible choices and concludes by reviewing and analyzing the decision through

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assuming clear cover of 25

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