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Brendan G. Carr

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How to Price Effectively Utpal Dholakia, 2017-07-13 Pricing decisions are among the most important and impactful business decisions that a manager can make. *How to Price Effectively: A Guide for Managers and Entrepreneurs* introduces the value pricing framework, a structured, versatile, and comprehensive method for making good pricing decisions and executing them. The framework weaves together the latest thinking from academic research, journals, proven best practices from the leading pricing experts, and ideas from other fields such as medical decision making, consumer behavior, and organizational psychology. The book discusses what a good pricing decision is, which factors you should consider when making one, the role played by each factor, costs, customer value, reference prices, and the value proposition, and how they work together, the importance of price execution, and how to evaluate the success of pricing decisions. You will also be introduced to a set of useful and straightforward tools to implement the value pricing framework and study many examples and company case studies that illustrate its nuances. The purpose of *How to Price Effectively: A Guide for Managers and Entrepreneurs* is to provide you with a comprehensive practical guide to making, executing, and evaluating pricing decisions.

Priced to Influence, Sell & Satisfy: Lessons from Behavioral Economics for Pricing Success Utpal Dholakia, 2019-06-23 Pricing holds the key to business success. The greatest challenge in pricing is the human factor. To price effectively, customer psychology usually trumps rational microeconomic thinking. How did Subway turn one accidentally discovered price promotion into a multi-billion dollar success story? How much knowledge of prices do customers really have? Why do most people spend two months' salary to buy an engagement ring? Does Pay What You Want pricing really work? How can you get your customers to trade up? Why do Supreme t-shirts sell for \$1,500 or more? Why do so many consumers hate Uber's surge pricing, even though economists love it? In *Priced to Influence, Sell & Satisfy*, you will find answers to these and many more questions. The book introduces the latest thinking about Psychological Pricing, the science of designing effective pricing strategies using behavioral economics principles. You will learn how customers search for, evaluate, share, and use prices in their buying decisions, how they participate in setting prices, and what managers can do to understand and influence these processes. Psychological pricing actions are levered. Many of them require relatively small investments and produce disproportionately large returns to the business.

Strategic Management John A. Parnell, 2013-01-15 Balancing theory with practice, this fully updated fourth edition of John A. Parnell's acclaimed text continues to provide detailed, accessible coverage of the strategic management field. Taking a global perspective, the text addresses concepts sequentially, from external and internal analysis to strategy formulation, strategy execution, and strategic control. To help readers build their analytic skills as they master course concepts, Parnell aligns each chapter's key concepts with 25 case analysis steps. Current examples and high-interest cases, largely drawn from *The Wall Street Journal* and *Financial Times*, illustrate the key role of strategic management in the United States and around the world. Ideal for the capstone strategic management course, *Strategic*

Management is appropriate for a range of undergraduate and graduate courses **Introduction to Information Systems**
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Nomad Investment Letters to Shareholders Nick Sleep, Qais Zakaria, This book compiles the full unedited versions of every letter Nick Sleep and Qais Zakaria sent to Nomad Investment Partnership shareholders from 2001 to 2013 While most of the letters can be found online this book compiles them into a more easily readable format The collection is born out of a desire to offer the following benefits to the investment community Effortless Navigation Gone are the days of cumbersome PDFs or archived documents This clear optimized layout ensures a seamless reading experience on any e reader Preserving the Legacy These shareholder letters are more than just annual reports They chronicle the journey of Nomad Investment Partnership By compiling them in this permanent volume I want to ensure their preservation for future generations

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