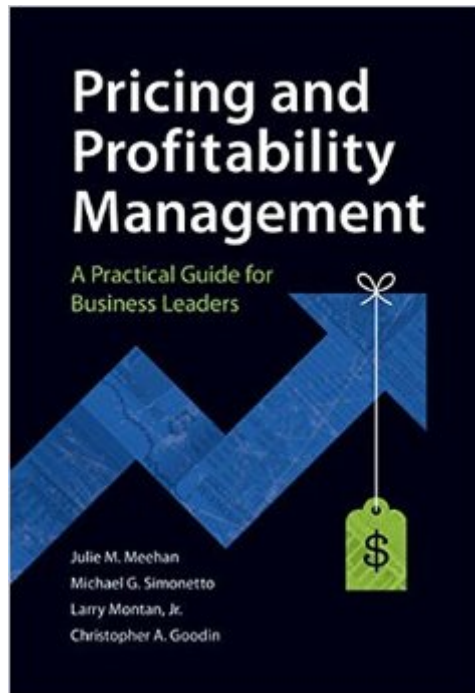


The book was found

Pricing And Profitability Management: A Practical Guide For Business Leaders



Synopsis

The practical guide to using pricing and profitability management to build a better business 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 effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder valueâthe ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needsâand this book will show you how.

Book Information

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Customer Reviews

It is the typical book wrote buy a Consulting firm (Deloitte) to guide you to understand the main elements that you need to consider in your Pricing Project. I won't use it as a reference in Profitability Management, the content is poor.

Great overview and very well explained. I used the analysis framework detailed in the book in my thesis and really appreciate the provided method.

Great book! Very helpful and informative.

I've read plenty of "big idea" books on pricing. But this is the first one I can remember that goes a step further and actually shows all the nitty-gritty details of how big (and small) ideas can be put to work. That really makes it stand out from the rest. Buy the other books, read them, and sell them back when you're done. You'll want to keep this one.

Finally a book that provides perspective on pricing in a balanced way that enables senior management to create maximum value. Content that is understandable to a non-expert but provides a level of detail that enables enough understanding to be asking the right questions.

I chatted to Michael Simonetto a few months back while doing pricing strategy research. He sent along this recent Deloitte's publication and I am very glad he did. My research was already indicating the multilayered needs in a company when looking at strategic pricing . This book carries that thought through into a very comprehensive analysis and several work plans. The case studies are very appropriate and reflect what happens in the marketplace. Among several great quotes;" Pricing strategies simply cannot, and should not, be developed without obtaining direct and meaningful input from customers.""Fix the process first, than add technology,"The authors have a good emphasis on sales execution and how that one needs to very competent in this area well before making any changes to pricing.This is not a book for the trivial reader,yet it should be read by every CEO and the leaders of Sales, Marketing, Finance and Customer Service.

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