



Setting Profitable Prices: A Step-by-step Guide to Pricing Strategy - without Hiring a Consultant + Website (Paperback)

By Marlene Jensen

John Wiley Sons Inc, United States, 2013. Paperback. Condition: New. New. Language: English . Brand New Book. Time-tested strategies for making the best possible pricing decisions and gaining an unbeatable competitive advantage Pricing is one of the most important and difficult marketing problems companies face when launching new products. Unfortunately, the research that goes into making optimal pricing decisions is a very time-consuming process unless, that is, you can afford to pay a consultant or outside agency to do it for you. But if you re like most small- to medium-sized business owners and managers, time and money are two things you absolutely don t have to spare. Problem solved: Written by a nationally recognized pricing expert, this book arms you with proven strategies for guaranteeing that you ll never again leave money on the table when determining prices. And you ll spend the least possible time setting your more profitable prices. * Packed with valuable worksheets and other valuable tools to help guide your research and your pricing decision-making * A goldmine of expert tips for pricing in any specialty market, it offers a highly effective way to market your company s product more effectively and profitably * Shows...



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