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Finance: What

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that will separate



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their Good and Better offerings, companies should look for features that have both wide and deep appeal (meaning that...

The Good-Better-Best Approach to Pricing  
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return on  
investment? Prior  
research has yielded  
inconclusive answers  
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(business economics,  
Columbia U.) to  
consider  
segmentation  
pricing, the cost  
compression curve,  
and the role of  
inflation. ([c]2009  
Book News, Inc.,  
Portland, OR)

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Written and developed by professors from Harvard Business School and Darden School of Business, HBR's Pricing for Profit Tool provides a systematic, trusted approach to determining the most...

HBR Tools: Pricing for  
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Profit - Harvard  
Business Review  
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Poor pricing practices are insidious — they damage a company ' s economics but can go unnoticed for years. Consider the case of a major industrial goods manufacturer that was struggling with low...

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Business

A Survey of 1,700  
Companies Reveals  
Common B2B Pricing

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...  
The fastest and most  
effective way for a  
company to realize its  
maximum profit is to  
get its pricing right.

The right price can  
boost profit faster  
than increasing  
volume will; the

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Pricing. Summary:

Finding the right  
price for your product

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or service often feels more like an art than a science. Price a product too high and you may limit your market. Price too low and not only will you leave money on the table, you may damage your brand or, even worse, ignite a competitive price war.

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Book: Harvard  
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shows readers how  
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improvement  
towards the 'right  
price' can create real  
bottom-line results.  
The text also covers  
why small  
improvements in

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big changes in price,  
and how to time  
price changes based  
on a product's  
perceived value.

Harvard business  
review on pricing.  
(Book, 2008)

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I bought this book in  
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good review of pricing and price management. The series of articles from HBR was a perfect start in returning to pricing analysis and price optimization. Be forewarned, the topics are not in-depth but rather introductory material.

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