



THE STRATEGY AND TACTICS OF PRICING

A Guide to Growing More Profitably



Thomas T. Nagle and Georg Müller

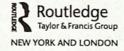
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A GUIDE TO GROWING MORE PROFITABLY

> Thomas T. Nagle Georg Müller



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- "The principles of business profitability stressed in *The Strategy and factics of Pricing make it an* absolute must-read for all business professionals who care about creating value and profitability for their organization. I have personally practiced the knowledge gained from *The Strategy and faction of Pricing*, operating in hyper-competitive business environments, with great success."
- Lynn Guinn, Global Strategic Pricing Leader at Cargill, USA
- "For over three decades, this book has been the most influential and highly regarded reference for pricing professionals. New sections on today's most pressing business topics make it an indispensable tool to improve your company's performance."
- Kevin Mitchell, President of The Professional Pricing Society, Inc., USA
- "The best pricing book on the planet! The go-to resource for pricing success—powerful, practical, and profitable!"
- Mark Bergen, James D. Watkins Chair in Marketing, Carlson School of Management, University of Minnesota, USA

The Strategy and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably. Rather than calculating prices to cover costs or achieve sales goals, students will learn to make strategic pricing decisions that proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves.

This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure to the topics. Readers will also benefit from:

- Major revisions to almost half of the chapters, including an expanded discussion of big data analytics and a revised chapter on "Specialized Strategies", which addresses timely technical issues like foreign exchange risks, reactions to market slumps, and managing transfer prices between independent profit centers.
- A completely rewritten chapter on "Creating a Strategic Pricing Capability", which shows readers
 how to implement the principles of value-based, strategic pricing successfully in their organizations.
- In-chapter textboxes, updated to provide walk-through examples of current pricing challenges, revenue models enabled by an increasingly digital economy, and advances in buyer decision-making explained through classic principles that still apply today.
- Chapter summaries and visual aids, which help readers grasp the theoretical frameworks and actionable principles of pricing analysis.

This comprehensive, managerially-focused text is a must-read for students and professionals with an interest in strategic marketing and pricing. A companion website features PowerPoint slides with instructor notes, discussion questions, and exercises, as well as suggested readings and cases with separate teaching notes for instructors.

Thomas T. Nagle, Ph.D., is a Senior Advisor in the Pricing and Profitability Management practice at Deloitte Consulting, USA. For over 30 years, he has developed many of the most popular analytical tools and conceptual frameworks for strategic pricing and profit improvement.

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