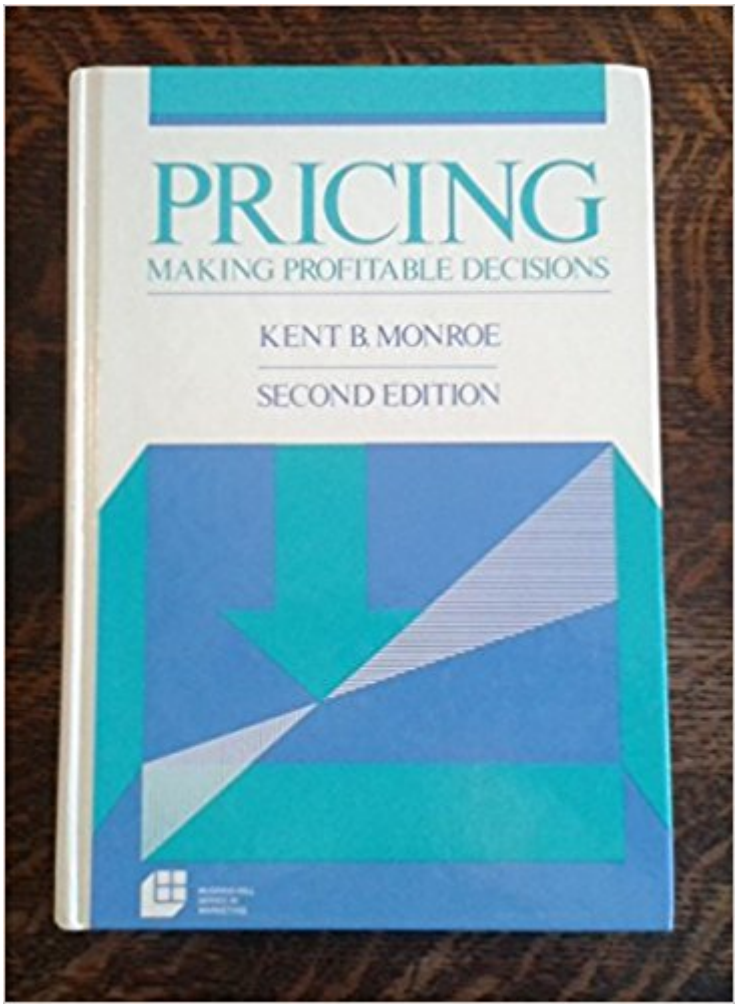
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Pricing: Making Profitable Decisions (Mcgraw Hill Series In Marketing)



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Synopsis

By combining economic and marketing principles with accountancy and finance information this major new book provides everything you need to know about pricing. Including: quantity discounts, cash discounts, price deals, legal implications of discounting, as well as important new developments such as price bundling, service pricing, pricing research methods, value analysis and provides alternatives for pricing within legal and corporate constraints

Book Information

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Customer Reviews

Kent Monroe is a professor at the University of Illinois. --This text refers to an out of print or unavailable edition of this title.

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This is a great book for anyone interested really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure.Romeo RichardsHow To Market And Manage A Professional Firm

It is a good one, it go in deep in all areas about pricing, analise microeconomy theory about pricing, customer behavior, cost structure, competence signalig, price wars,etc. is a must if you want to learn about pricing.

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