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Pricing Gábor REKETTYE
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pricing the new frontier by gábor rekettye and jonathan liu published may 2018 the importance of pricing and price management is growing all over the world primarily due to the turbulent economic situation accelerating technological development the saturation of markets and the globalization of competition all these trends affect the achievement of company objectives place prices pricing and price management in a context that differs greatly from what has been known before in developing and fast moving economies like india getting the pricing strategy right is a necessity for the short and long term future of the firm the pricing decision will impact on the profitability and ultimately on the performance of the firm executives and managers responsible making pricing decisions will find this book useful and informative in shedding light on an area that is complicate and complex dr m k nandakumar associate professor of strategic management indian institute of management kozhikode india leading technological development across the world requires an in depth understanding of the impact of the pricing decision and business strategy this book will give its readers a clear understanding of impact of the pricing decision on the industry the customer and its competitors i fully recommend and endorse this book jeff c k lim bu deputy ceo at asm pacific technology ltd singapore pricing of goods and services is a critical decision that creates immediate competitive advantage this book explains the principles of pricing clearly and concisely it seamlessly knits concept and practice it is a useful text book but also useful to practicing managers charged with challenging task of pricing goods and services i strongly recommend the book to practitioners and students professor abby ghobadian fbam facss ccmi professor of management henley business school united kingdom at a time when almost continuous change is disrupting nearly all industries and the internet is putting ever more power in the hands of the customer a book that treats pricing with substance and foresight is a welcome addition to the market professor john r schermerhorn jr o bleness professor emeritus ohio university united states in contemporary business pricing is much more than just the money equivalent of the product value this book provides a high quality review of different concepts and issues regarding pricing from different stakeholders perspectives it can be recommended both as students textbook as well as a managers toolkit for making strategic and tactical pricing decisions professor mirna leko Šimić professor of marketing at faculty of economics at j j strossmayer university of osijek croatia price is the value that is attached to a product or service and is usually the result of complex set of calculations research and risk analysis this book provides comprehensive and understandable strategies and tactics that one may

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