

## 1978 Volvo 66

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from the chevrolet bel air to the ferrari testarossa this stunning book showcases the most iconic and important classic cars from every decade since the 1940s few things ignite such reverence as a classic car with more than 250 iconic models from the 1940s to the early 1990s photographed from every angle this title is a glorious celebration of the stars in the classic car firmament the classic car book brings you the story of more than 20 great marques including household names bentley mercedes ferrari cadillac and aston martin its lavish photography reveals every detail in close up of models

that range from the 1940s giant two ton daimler de36 which ferried royals about in style through to sleek ferraris from the 1980s capable of smashing the 200mph barrier it puts you in the driving seat of such icons as the chevrolet corvette the ford thunderbird and the mercedes 300sl and brings you the designers of these amazing machines and the story of their manufacturers this ultimate guide to classic cars further features a comprehensive catalogue that draw out the key features of each important model with detailed profiles and specification feature pages broaden the scope of the book covering everything from the designers and manufacturers who created them to their evolution over the decades stunningly shot dps images add an extra layer of colour and flavour to the book written by award winning author and expert on all aspects of motoring giles chapman editor in chief of dk s the car book which has sold over 550 000 copies worldwide to date updates will include the key models that have grown in popularity since the last edition whether you dream of owning one of these super cool cars or you are a collector already the classic car book is set to become a treasured favourite

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building on a wealth of research the automotive industry and the environment addresses current challenges in the automotive industry and how they can be met the authors discuss the development of the automotive industry and the problems it currently faces and consider possible solutions the book reviews trends in more environmental friendly technologies such as the use of more sustainable fuel sources and new types of modular designs with built in recyclability the book also describes new models of decentralized production particularly the micro factory retailing mfr model that provide an alternative to volume production and promise to be both more sustainable and more profitable

150 full color photos and illus with gatefold

a revolutionary new perspective on how pricing really works contextual pricing delivers a knock out punch to complacent and low return pricing approaches this book is full of intriguing fresh insights which will expand your perspective on what is possible in maximizing revenue from your company s products and services mark greatrex chief marketing officer cox communications and former svp global still beverages the coca cola company to effectively price managers must understand market context the frame of reference for buyers context is far more important than the usual measures of

price variation i strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues dave calhoun chairman and ceo nielsen company and former vice chairman general electric company about the book a few leading companies have jettisoned ideas about pricing that other companies believe are indispensable the result has been superior performance against competitors who persist in a simplistic 1990s belief in value contextual pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels identical products can sell at radically different prices to the same target customer if context is strategically managed this fact is how procter gamble ge coca cola company amazon google microsoft and others make sure they get the best possible price the use of context is changing the way companies price and sell in the new global economy this readable and market tested book describes the contextual pricing perspective how it is being used in b2b and b2c markets and how you can make the shift to contextual pricing in your own business whether you re a ceo p l manager marketing director sales manager or entrepreneur contextual pricing shows you how to understand how your customer will make buying decisions and the role of pricing in those decisions establish better more intuitive prices using context develop contextual pricing strategies that defeat competitor pricing how contextual pricing can be the antidote to destructive price wars harmonize your pricing with branding product development and channel strategies increase your profits with proven pricing tools such as scientific bundling tiering branding upsell hooks and more through its illuminating case by case studies contextual pricing delivers a wide range of pricing techniques and customer insights that you won t find anywhere else you ll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces and beat the competition through superior tactics not through lower margins when you know the secrets of contextual pricing you can name your price drive your sales increase your profits and own your success

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