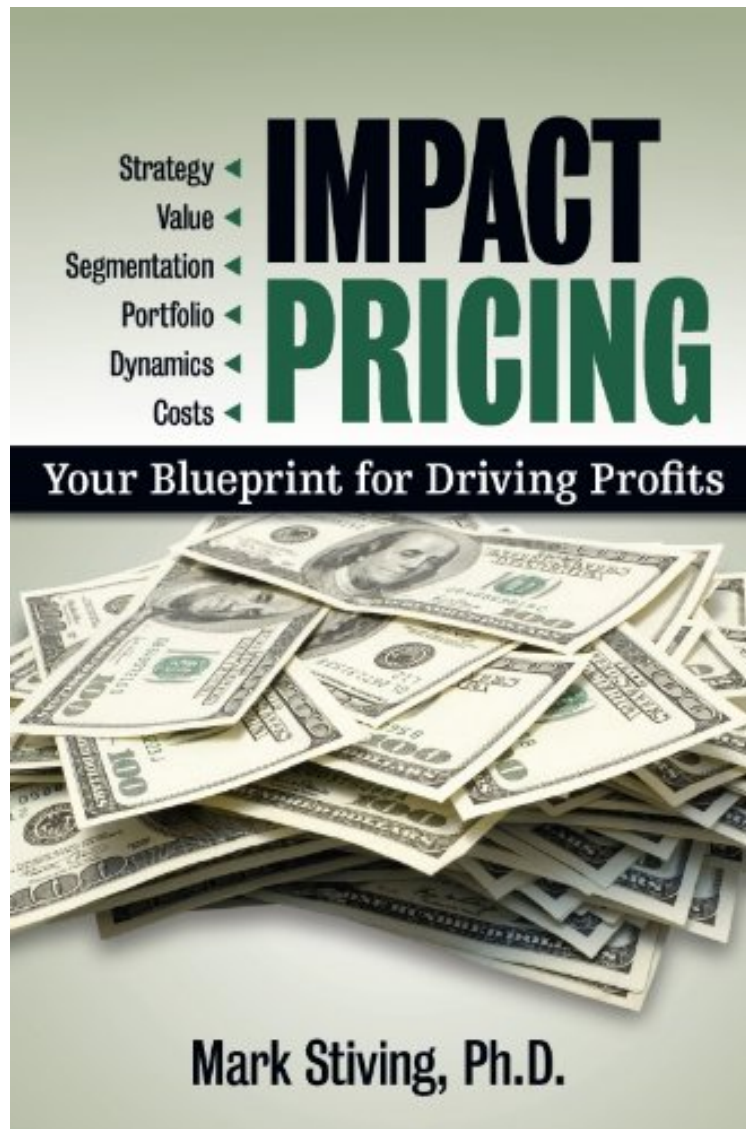


# Impact Pricing: Your Blueprint for Driving Profits

Mark Stiving

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**Mark Stiving : Impact Pricing: Your Blueprint for Driving Profits** before purchasing it in order to gage whether or not it would be worth my time, and all praised Impact Pricing: Your Blueprint for Driving Profits:

1 of 1 people found the following review helpful. Impact Pricing hits the markBy Dick SobelImpact Pricing is best positioned to help non pricing business professionals, who need to acquire a grasp and importance of the pricing lever. The book clearly describes the key pricing imperatives and helps the reader to understand the impact of these imperatives on their businesses. The use of the summary points and questions help the reader remember what was read and reinforces salient points.I have been a gatekeeper on a number of occasions for stage gate new product

development programs where the pricing work was done prior to the engineering design phase. In a number of cases we used choice based conjoint analysis to help monetize the value propositions. New product development teams should read Impact Pricing to ensure that they get value for the innovation they have developed in the form of optimum price. As a pricing professional, I endorse this book. 0 of 0 people found the following review helpful.

Worthwhile Practical Read on Pricing By Cynthia Kocialski This is a very practical book on pricing. It starts by asking some basic questions about a business: what is price, what is the product you are pricing, and what is value. Sounds simple, but it serves as a reminder that pricing isn't as easy and simple as it looks on the surface. The book transitions into how customers behave when confronted with a price, how to create a value based pricing strategy, and how to perform price segmentation. The book delves into common pricing schemes and traditional pricing strategies. Overall, a worthwhile read. The book includes quite a few interesting examples of pricing. 1 of 1 people found the following review helpful. A must have book!!

By Julio Serna If you really want to be successful in business you have to know how to sell your product or service at the right price in order to do more profits for your business, not hurting your customer's wallets and do not let go profits that you could not imagine you can get them as bonus, most people use the most used system of "cost-plus" in order to get their profits but it is not the right way to do it if you really want to make more money at the right price..... Excellent book.....

AM I PRICING RIGHT? Every business owner is haunted by this fundamental question. Expert pricing strategist Mark Stiving draws upon more than 15 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price is your most powerful marketing tool you have and the least understood. Zeroing in on the areas where your efforts will generate the greatest impact, Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans. Be empowered to strengthen your pricing structure to withstand any conditions, dramatically elevating your company performance, position, and profits for long-term success. Learn how to:

- Set prices that drive your market position
- Correctly use costs to make profitable pricing decisions
- Implement value-based pricing to charge what customers are willing to pay
- Use price segmentation to leverage value and capture new business
- Cash-in on complementary products and product versions with portfolio pricing
- Prepare for changing conditions pricing strategically now

Following in the footsteps of sited examples including Apple, BMW, McDonalds, Mercedes, and other market leaders, learn how to create a powerful price strategy that does more than cover costs.