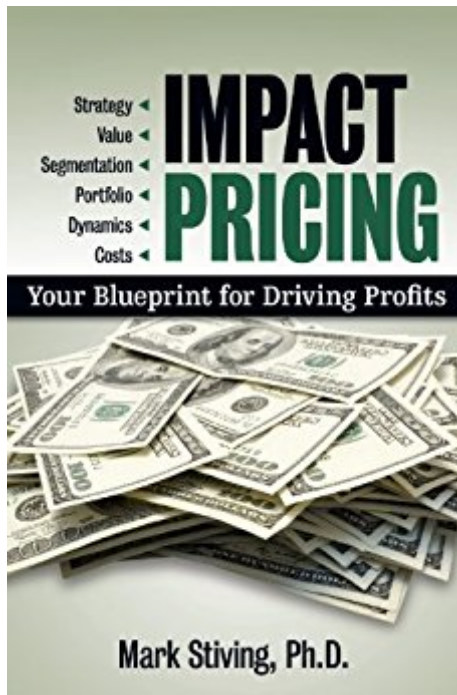




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Impact Pricing: Your Blueprint For Driving Profits



Synopsis

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 its 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.

Book Information

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Customer Reviews

Impact 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.

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.

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.....

I have always had a keen interest in everything economics (macro- and micro-), so naturally the pricing issue is, too, fascinating for me. Loved the book. Almost have read it all in one evening. Loved that it's short (a primer). Loved short 1-2 page chapters. Loved short sentences. Loved the quotes (like about inflation making balloons bigger). Loved the last chapter how the author priced his own book!! ordered 3 copies today: one for myself, one for my friend (PhD/MBA at Fortune 500

Silicon Valley company), and one for our CEO. Everything appears so obvious -- once you've read it. Just wanted to share how well written I found it. I thought it was going to be bullshit.

Un excelente libro, he aprendido mucho sobre el tema de precios, creo que hay otros libros que tocan algunos temas con más profundidad y con más ejemplos, pero este libro te abre la mente para poder definir precios de acuerdo a la estrategia principal de la compañía - a, ciclo de vida del producto, segmentación, costos y otras circunstancias, todo encaminado a hacer más rentable la venta. Definitivamente recomiendo mucho este libro.

I read and re-read this book because it has lots of pricing information and strategies I can learn from. The information and strategies are applicable widely and for sure not limited only to business settings. The book/writing formats are easy to read and the information, therefore, is easy to be retained. Buy one, read, re-read, and keep it for your future reference.

A comprehensive overview of product and service pricing strategies, written in an engaging and persuasive style. Dr. Stiving knows his stuff, and knows how to communicate it. I read the book twice, and may read it again! The knowledge and wisdom he shares was immediately and practically helpful to me as I worked through a very sensitive pricing exercise for a new product in a new market. Highly recommended.

Incredible, I must read for every person working in marketing, product development or if you are a businessman and looking to maximize profits.

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