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proactively manage customer perceptions of value, motivate purchasing decisions, and shift demand curves. This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined "value cascade" structure ...

The Strategy and Tactics of Pricing | Taylor & Francis Group

Setting a price is difficult, and the decisions too often reflect unclear leadership and misleading data. Strategic pricing prioritizes profitability. Costs and competition are important considerations but not the drivers of effective pricing strategy because changes in prices alter volume and impact costs.

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A Guide to Growing More Profitably. The Strategy and Tactics of Pricing: About the book. For almost three decades, The Strategy and Tactics of Pricing has served as the leading authority on strategic pricing. Co-authors Thomas Nagle and Georg Müller are two of Deloitte's thought leaders on the topic of pricing and revenue management, leveraging decades of experience in advising high-profile businesses on how to drive organic growth profitably through strategic revenue management.

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