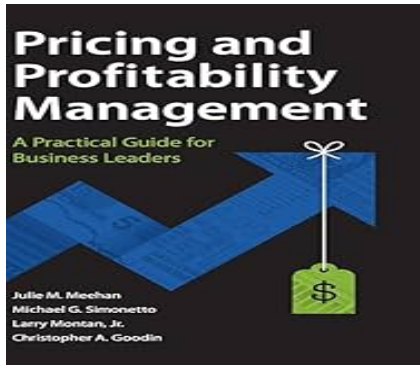


Pricing and Profitability Management: A Practical Guide for Business Leaders By Julie Meehan
Pricing and Profitability Management: A Practical Guide for Business Leaders Es un libro muy completo quizás enfocado al mundo académico y también muy útil si estás encargado de un rediseño total de la política de precios de una empresa.

Pero si lo puedes conseguir vale mucho la pena para consulta de un tema en específico o para tenerlo en la biblioteca personal. Pricing and Profitability Management: A Practical Guide for Business Leaders It is the typical book wrote buy a Consulting firm (Deloitte) to guide you to understand the main elements that you need to consider in your Pricing Project. I won't use it as a reference in Profitability Management.

The practical guide to using pricing and profitability management to build a better business A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability Pricing and Profitability Management explains how to determine the right approach tools and techniques for each of six key categories (pricing strategy price execution advanced analytics and optimization organizational alignment and governance pricing technology and data management and tax and regulatory effectiveness). The ultimate how to manual for any executive or manager interested in price management the book presents a holistic comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single pronged approach. Presents a comprehensive framework for effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing companies can position themselves to tap a vast source of shareholder value the ability to set and enforce profitable prices not just once pero sería muy pesado si tienes una pequeña empresa y quieres aprender y obtener ideas para un rediseño de tus precios que manejas. Quizás si se busca algo más práctico sería una gran opción Confessions of the Pricing Man de Herman Simmon que si es súper completo pero esta escrito en un sentido más práctico,

But again and again in response to marketplace changes and evolving business needs and this book will show you how: Pricing and Profitability Management: A Practical Guide for Business Leaders Information provided to the point, Pricing and Profitability Management: A Practical Guide for Business Leaders Einfach und verständlich geschriebenes Buch. Pricing and Profitability Management: A Practical Guide for Business Leaders The book was delivered before schedule: Pricing and Profitability Management: A Practical Guide for Business Leaders Great overview and very well explained: I used the analysis framework detailed in the book in my thesis and really appreciate the provided method: Exploring each category in detail the book addresses how an integrated approach to pricing improvement can give a sustainable competitive advantage to any organization. Aunque después de leerlo si obtienes varias ideas para interesantes y prácticas pero no es una lectura ligera es muy completa. No obstante Pricing and Profitability Management es un gran libro es una mini enciclopedia del manejo de precios. Quizás las partes más interesantes desde un punto de vista práctico sean los primeros capítulos I. Introduction to Pricing and Profitability II Conducting a Pricing and Profitability Diagnostic III, Developing and Effective Pricing Strategy y el ultimo Capítulo What is Value and why it is so difficult to Measure. Estos serían los capítulos mas interesantes y no de lectura light sino de un sentido práctico: Price Setting no llegan a ser muy técnicos pero son como una guía completa para realizar un cambio de política de precios a detalle: Además hay casos prácticos al final del libro que es una lectura placentera estos son cortos y se pueden identificar fácilmente por tener bordes en color gris, Como ironía después del libro puedes decir que el precio de este libro no es bajo the content is poor: Pricing and Profitability Management: A Practical Guide for Business Leaders



. Excellent book for those starting a pricing career. Mit ausreichend theoretischem Wissen neben zahlreichen Praxisbeispielen. Gut geschrieben. Einfach und verständlich dargestellt. Nicht zu detailliert. Excellent service. The book is exactly as expected. Everything just perfect. I will get back for sure. Los demás capítulos como IV. Price Execution y Advance Analytics and V