

### **the price advantage pdf**

The Price Advantage, Second Edition In this second edition the authors examine state-of-the-art approaches for analyzing and improving pricing performance, demonstrate those approaches with real case studies, and draw a pricing excellence blueprint for companies to follow.

### **The Price Advantage, Second Edition | Marketing & Sales**

The key to achieving the "price advantage" in this environment, the authors say, is taking an integrative approach that incorporates all three levels of price management they have identified " Market Strategy, Customer Value, and Transactions.

### **Wiley: The Price Advantage, 2nd Edition - Walter L. Baker**

THE PRICE ADVANTAGE Second Edition AUTHORS: Walter L. Baker, Michael V. Marn, and Craig C. Zawada PUBLISHER: John Wiley & Sons, Inc. DATE OF PUBLICATION: 2010 366 pages 3. FEATURES OF THE BOOK The Price Advantage is written for business owners and executives who desire to take on the challenge of approaching pricing as the profit center it is.

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Description : The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues.

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Written by three preeminent pricing experts at McKinsey & Company, the Second Edition of The Price Advantage is a practical pricing guide for the executive or pricing practitioner who wants to identify, capture, and sustain substantial pricing gains in their business.

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The Price Advantage Second Edition WALTER L. BAKER MICHAEL V. MARN CRAIG C. ZAWADA WILEY  
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228 CHAPTER 9 PRICING THE PRODUCT PRICE | VALUE = PERCEIVED BENEFITS - PERCEIVED COSTS FIGURE 9.1 The customer's view of price To a certain extent, perceived benefits are the mirror image of perceived costs. For example, paying a premium price-e.g., \$650 for a piece of Lalique crystal-is compensated-

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