

PRICING METHODS IN MARKETING

MARKET-ORIENTED PRICING

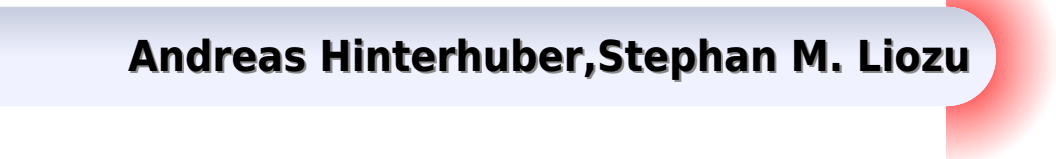
- Customer perceived value pricing
- Price barrier pricing
- Competitor-based pricing
- Going rate pricing

COST-ORIENTED PRICING

- Contribution pricing
- Mark-up pricing (full-cost pricing)

Marketoriented Pricing Strategies For Management

Andreas Hinterhuber, Stephan M. Liozu



Marketoriented Pricing Strategies For Management:

Market-Oriented Pricing Michael Morris, Gene Morris, 1990-04-24 An important contribution to marketing literature this volume offers a comprehensive guide to market based pricing strategies The authors present pricing as a relatively simple but extremely powerful marketing tool a creative variable which managers can manipulate to accomplish a wide variety of ends Arguing that companies must move away from the traditional short term reactive methods relied upon to set and manage prices the authors call for a systematic strategic and market based approach to the pricing problem Their central unifying theme is that pricing begins and ends with the customer and that every pricing action should be part of a larger pricing program build around the realities of customer needs and competitor pressures Written with a minimum of jargon and amply illustrated with explanatory tables and figures this is an excellent introduction to pricing for both seasoned and aspiring marketing and product managers Morris and Morris begin by examining the overall concept of price as a statement of value Subsequent chapters offer in depth guidance on the development of market based pricing addressing such critical issues as pricing strategy over the product life cycle linking pricing and marketing strategy understanding and using elasticity the psychology of pricing and negotiating prices with customers Particular attention is paid to the question of price differentials charging different prices to different classes of consumers and the legal and ethical ramifications of adopting strategies based on price differentials The authors also explore cost based pricing industry and competitor analysis pricing across the product line and computers as an aid in pricing Throughout references to real world cases and problems helps the manager to relate the concepts of market based pricing to the pricing decisions and considerations actually confronted on the job

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Market-Driven Management Jean-Jacques Lambin, Isabelle Schuiling, 2012-07-19 Market Driven Management adopts a broad approach to marketing integrating the strategic and operational elements of the discipline Lambin s unique approach reflects how marketing operates empirically as both a business philosophy and an action oriented process Motivated by the increased complexity of markets globalisation deregulation and the development of e commerce the author challenges the traditional concept of the 4Ps and the functional roles of marketing departments focusing instead on the concept of market orientation The book considers all of the key market stakeholders arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization and that the development of this customer value is the only way for a firm to achieve profit and growth New to this edition Greater coverage of ethical issues and corporate social responsibility cultural diversity value and branding and the economic downturn Broad international perspective Thoroughly revised to reflect the latest academic thinking and research With its unique approach international cases and complementary online resources this book is ideal for postgraduate and upper level undergraduate students of marketing and for MBAs and Executive MBAs

The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

Pricing Strategy Implementation Andreas Hinterhuber, Stephan M. Liozu, 2019-07-31 Pricing can truly transform organizations The impact of pricing on organizations is a result of two factors pricing strategy development and the implementation of these strategies Implementation is arguably the most difficult part in the pricing strategy process where even seasoned practitioners demand guidance Pricing strategy development requires creativity analytical rigor and an ability to master the internal political competition for scarce resources but it takes place in a well defined environment Fast forward to strategy implementation competitors that stubbornly fail to behave according to assumptions new entrants internal resistance new opportunities changing customer preferences leadership changes regulatory interventions or market

growth rates that change unexpectedly are some of the intervening variables between the pricing strategy originally developed and the strategy actually implemented This book provides the theories and best practices that enable the effective implementation of pricing strategies It offers a best practice overview on how to convert a pricing strategy into superior results insights from current academic research on driving profits via pricing strategy implementation examples on how to deal with digital transformation in the context of pricing tools and insights into how to overcome internal resistance align the organization and forge win win relationships with customers Taking a new approach Pricing Strategy Implementation is a critical and practical tool for practicing executives and managers as well as academics and researchers in pricing marketing strategy and strategic management

Pricing Gábor REKETTYE,Jonathan Liu,2018-05-23 Pricing The New Frontier by G bor REKETTYE and Jonathan LIU Published May 2018 The importance of pricing and price management is growing all over the world primarily due to the turbulent economic situation accelerating technological development the saturation of markets and the globalization of competition All these trends affect the achievement of company objectives place prices pricing and price management in a context that differs greatly from what has been known before In developing and fast moving economies like India getting the pricing strategy right is a necessity for the short and long term future of the firm The pricing decision will impact on the profitability and ultimately on the performance of the firm Executives and managers responsible making pricing decisions will find this book useful and informative in shedding light on an area that is complicate and complex Dr M K Nandakumar Associate Professor of Strategic Management Indian Institute of Management Kozhikode India Leading technological development across the world requires an in depth understanding of the impact of the pricing decision and business strategy This book will give its readers a clear understanding of impact of the pricing decision on the industry the customer and its competitors I fully recommend and endorse this book Jeff C K Lim BU Deputy CEO at ASM Pacific Technology Ltd Singapore Pricing of goods and services is a critical decision that creates immediate competitive advantage This book explains the principles of pricing clearly and concisely It seamlessly knits concept and practice It is a useful text book but also useful to practicing managers charged with challenging task of pricing goods and services I strongly recommend the book to practitioners and students Professor Abby Ghobadian FBAM FAcSS CCMI Professor of Management Henley Business School United Kingdom At a time when almost continuous change is disrupting nearly all industries and the internet is putting ever more power in the hands of the customer a book that treats pricing with substance and foresight is a welcome addition to the market Professor John R Schermerhorn Jr O Bleness Professor Emeritus Ohio University United States In contemporary business pricing is much more than just the money equivalent of the product value This book provides a high quality review of different concepts and issues regarding pricing from different stakeholders perspectives It can be recommended both as students textbook as well as a managers toolkit for making strategic and tactical pricing decisions Professor Mirna Leko imi Professor of Marketing at Faculty of Economics at J J Strossmayer University of Osijek

Croatia Price is the value that is attached to a product or service and is usually the result of complex set of calculations research and risk analysis This book provides comprehensive and understandable strategies and tactics that one may use to price a product or service in our current the multi faceted operating environment It is a great resource for both practitioners and academics Dr Dolores Rinke CPA Professor Emerita Purdue University United States In a fast changing world with fierce competition pricing has been increasingly the new frontier and battle field for business operations Dynamic pricing needs to be deployed as the brand new strategy for global organizations to gain competitive advantages and sustainable profit growth This book provides insightful knowledge of the dynamics of setting price in a networked global context and enables academics and professionals to have a clear understanding of the principle and practice Dr Xinping Shi Associate Professor of Information and Operations Management Hong Kong Baptist University Hong Kong SAR China Getting the pricing of products and services right is challenging and difficult It is more complicated in a globalized world and further challenging when it is across different types of economies This book will offer guidance in setting and negotiating prices for trading across borders and on the digital platform and will prove useful for practitioners and students I highly recommend the book Professor Vincent XG Qi PhD FRAI Wolfson College University of Cambridge Marcel Mauss Chair Distinguished Professor of Global Supply Chain Management and Business Anthropology Anshan Normal University in China Contents PART 1 PRICING BASICS Chapter 1 PRICING IN FOCUS Chapter 2 THE ECONOMICS OF PRICING Chapter 3 CUSTOMERS PRICE PERCEPTION Chapter 4 PRICES COSTS AND PROFIT Chapter 5 METHODS OF PRICE SETTING PART 2 STRATEGIES AND TACTICS OF PRICING Chapter 6 PRICING STRATEGY Chapter 7 PRODUCT LIFE CYCLE PRICING Chapter 8 DYNAMIC PRICING Chapter 9 PRODUCT LINES PRICING Chapter 10 PRICE BUNDLING PART 3 INTERMEDIARY PRICING Chapter 11 PRICING ACROSS THE MARKETING CHANNELS Chapter 12 RETAIL AND WHOLESALE PRICING Chapter 13 PRICING IN INTERNATIONAL MARKETS Chapter 14 SUCCESSFUL PRICE NEGOTIATIONS Bibliography Index Product Details ISBN 9781910781944 Publisher Transnational Press London Published 23 May 2018 Language English Pages 320 Interior Ink Black white Weight approx 0 65 kg Dimensions approx 18 9cm wide x 24 59cm tall Managing Customer Value Bill Dodds,2003 Providing the right combination of product quality customer service and price is good business Unless a business does something that creates value for their customer then the chances of business success are nil *EBOOK: Principles and Practice of Marketing, 9e* David Jobber,Fiona Ellis-Chadwick,2019-08-01 EBOOK Principles and Practice of Marketing 9e

Marketing Decision Making and the Management of Pricing: Successful Business Tools Rajagopal, Dr.,2013-05-31 This book provides the latest research studies market analysis and best practices utilized in emerging markets to gain competitive advantage and market leadership Provided by publisher **Pricing Strategies in Marketing** Cybellium,2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap

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