



# **The Strategy and Tactics of Pricing: A Guide to Growing More Profitably**

*Thomas T. Nagle, Joseph Zale, John E. Hogan*

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For undergraduate introduction to Market Pricing courses. A comprehensive and practical, step-by-step guide to pricing analysis and strategy development. The Strategy and Tactics of Pricing shows readers how to manage markets strategically-rather than simply calculate pricing based on product and profit-in order to improve their competitiveness and the profitability of their offers. The fifth edition contains a new chapter on price implementation and several updated examples on pricing challenges in today's markets.

## **The Strategy and Tactics of Pricing: A Guide to Growing More Profitably Details**

Date : Published February 11th 2016 by Routledge (first published October 1st 1986)

ISBN : 9781292023236

Author : Thomas T. Nagle , Joseph Zale , John E. Hogan

Format : Paperback 352 pages

Genre : Business, Nonfiction, Buisness, Economics



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## **From Reader Review The Strategy and Tactics of Pricing: A Guide to Growing More Profitably for online ebook**

### **Carole Martell says**

A must read for anyone that works with pricing as any level of manager will be left with new theories to apply.

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### **Julian Haigh says**

Incredibly long-winded, but covers the full gambit. I hated it personally, but it was a necessary book for indepth consideration of pricing strategy.

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### **Nivas says**

Pricing textbook

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### **Stefaan Van ryssen says**

THE book on pricing. Nothing else compares to this. Throw everything else in the bin (or recycle). Bravo, Thomas!

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### **Patrick Vankwikelberge says**

Best book in pricing.

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### **Priyank Goyal says**

Very Useful !!!

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### **Leonardo Alfonseca says**

It was easy to read and to the point. The only problem that I had was that some of the concepts were a little difficult to apply to small business. Overall a solid book on pricing.

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### **Lindsey Smith says**

Simply the best business book that I have ever read.

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### **Jared says**

[This is my what I do for a living] OK, it's only of interest to marketing geeks, but it's a bible for good pricing. The fourth edition eliminates some errors (and co-authors who no longer work with the author) that troubled the third edition.

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### **Craig says**

Ugh, this book was a struggle to get through. One of my pet peeves is when a book refers to content in future chapters, and this book does that in abundance. It probably could have been 50pages shorter if not for all the references to forthcoming topics! The authors put out some good information, and if the reader is careful, he or she can glean the necessities of what is being said. However, there are so many subtle disclaimers that the authors hardly ever seem to take a solid stance on anything. With enough disclaimers, one can spout all sorts of half-baked ideas and strategies and never be proved wrong, a fine art, indeed.

When your boss gives you a book to read, you read it. So, I did. If you have a position with enormous amounts of flexibility in your pricing structure, then maybe this book would be good for you, if only for the copious amount of examples.

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### **Lori Grant says**

A must-read book on licensing and pricing for the knowledge worker, manager, executive, or entrepreneur.

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