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Power Pricing: How Managing Price Transforms the Bottom Line. In this long-awaited book, the world's two leading price experts Robert J. Dolan and Hermann Simon take managers beyond conventional thinking to show how their breakthrough system of 'power pricing' will improve the bottom line by an order of magnitude.

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Dolan, R. J., and H. Simon. Power Pricing: How Managing Price Transforms the Bottom Line. NY: Free Press, 1996.

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Do you spend as much time thinking about price as you do thinking about costs? Here are 6 steps to consider that can improve your pricing and profits. 1. Have a clear, executive level pricing owner. Most organizations do an okay job of managing pricing execution and deals flow through the building smoothly.

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Multiple studies have shown that a 1 percent increase in pricing can have a much greater impact on the bottom line than bringing variable costs down by 1 percent or by increasing sales by 1 percent.

~~The Power of Pricing - Nielsen~~

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~~Prices - Power Smart Pricing~~

Power pricing how managing price transforms the bottom line This edition published in 1996 by Free Press in New York. Edition Notes Includes bibliographical references (p. 347-359) and index. Classifications Dewey Decimal Class 658.8/16 Library of Congress HF5416.5 .D65 1996 ...

~~Power pricing (1996 edition) - Open Library~~

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan. In setting prices, the business will take into account the price at which it could acquire the goods, the manufacturing cost, the marketplace, competition, market condition, brand, and quality of product.

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In this long-awaited book, the world's two leading price experts Robert J. Dolan and Hermann Simon take managers beyond conventional thinking to show how their breakthrough system of "power pricing" will improve the bottom line by an order of magnitude. In today's hypercompetitive global marketplace, a company's pricing policy can make or break the bottom line.

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