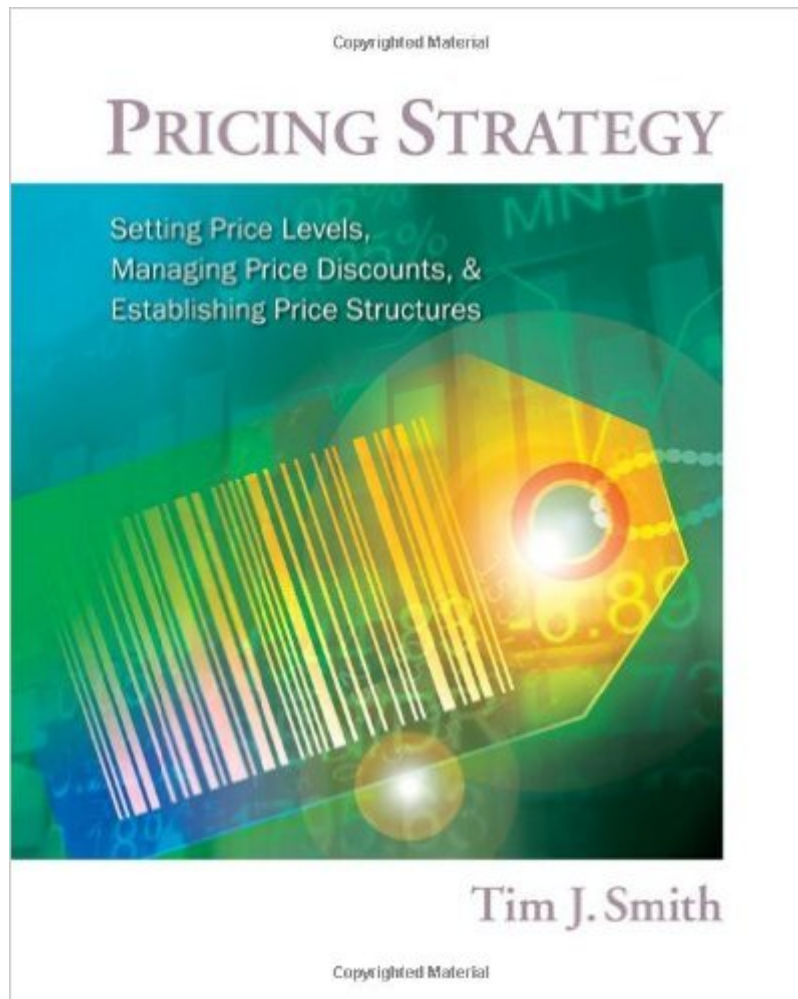


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# Pricing Strategy: Setting Price Levels, Managing Price Discounts And Establishing Price Structures



## Synopsis

Learn how to make pricing decisions that will maximize a firm's profits by creating and capturing customers with **PRICING STRATEGY: SETTING PRICE LEVELS, MANAGING PRICE DISCOUNTS AND ESTABLISHING PRICE STRUCTURES**. Written by recognized pricing thought leader and principal of a successful pricing firm, Tim J. Smith, this comprehensive book emphasizes the stakeholder's importance in making decisions, while highlighting key trade-offs to consider when choosing between opposing outcomes. In this book's balanced presentation of quantitative instruction and qualitative concepts, learn more about the influences that should guide your decision making.

## Book Information

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## Customer Reviews

I first purchased this book about a year ago as I was beginning to re-engage in a B2B industry I had previously spent 20+ years in. Strategy is always an interesting topic, and inquisitive by nature I have always been intrigued by why firms, mine and others took the pricing actions that they did, so I bought the "textbook". Although as a textbook it is complete with exercises at the end of each chapter (and answer sets which are not available -ug), it is written at a level and with a style which makes it easily readable. The understanding of pricing strategies gained from reading this book, along with following the author Tim Smith through his work at his consulting company Wiglaf Pricing and their [...] has allowed me to reexamine my industry with renewed insight, and identify a path forward which is more explainable, well reasoned and successfully sustainable. I consider Pricing Strategy to be a must read for anyone serious about understanding the pricing side of a business. I

highly recommend Pricing Strategy without reservation.

While I am somewhat biased as an associate of Tim Smith but this presentation is the best I have ever seen on the subject of strategic pricing. I have been teaching marketing as an adjunct professor in Chicago for 28 years and pricing is an integral part of my teaching curricula. This book takes the art and science of pricing and setting prices to an entire new level. It offers excellent perspective in pricing and theory and practice and offers the most complete presentation of pricing that I have ever seen.

Pros: The book covers just about every pricing topic that a reader could want...any many that a reader will never need. It also goes into the math behind the various strategies, but in a way that does not make it required reading to incorporate the strategies. In short, it is a great primer on pricing strategy and will allow the reader to go as deep as they want.Cons: I thought the book should go into a bit more detail on how to price in a competitive market. It's not that it did not cover this topic, it is more of the fact that this topic is probably more impactful than any of the other topics in the book in practice.

Way overpriced for what it is. Only purchased it because it was required for a class. Theories are not explained well and no examples are provided. I have tried to look stuff up in it and have not been able to do so - index is useless.

The book exceeded my expectations, I know it was good, but I find it excellent. I found it very clear, explain the pricing concepts in a way that is both deep and easy to understand. I widely recommend it if you are interested in the dynamics of pricing in a practical yet theoretical point of view. Regarding , I received the book two weeks in advance of the promise delivery date, although it was international standard shipping, greatly satisfied.

This is a serious text on pricing. I have read a lot of pricing books and this is by far the best on the subject.

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