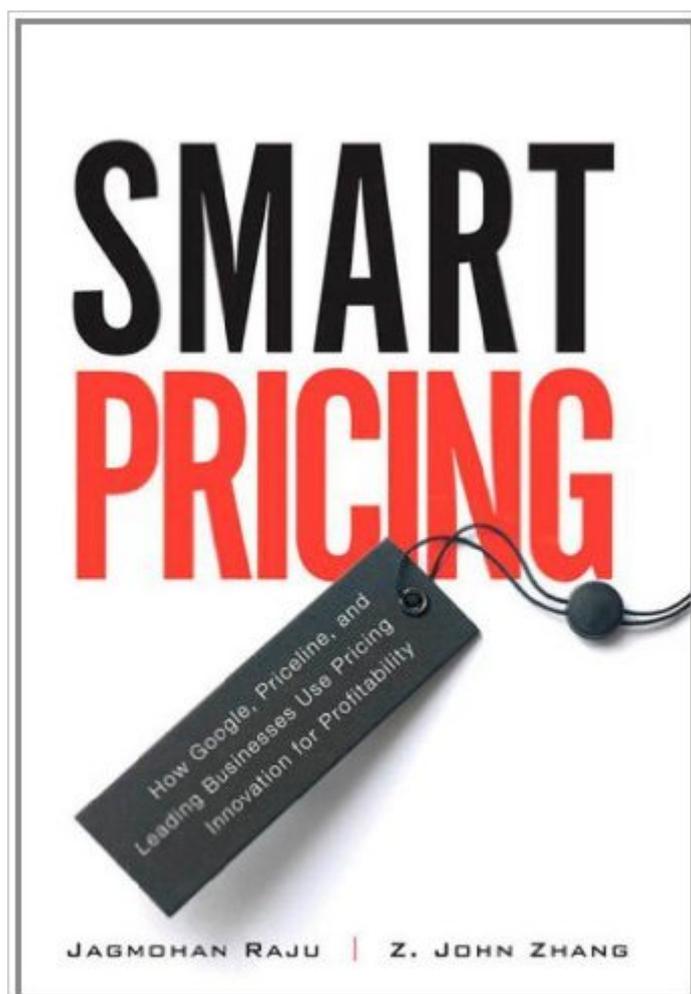


The book was found

Smart Pricing: How Google, Priceline, And Leading Businesses Use Pricing Innovation For Profitability



Synopsis

In *Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability*, Wharton professors and renowned pricing experts Jagmohan Raju and Z. John Zhang draw on examples from high tech to low tech, from consumer markets to business markets, and from U.S. to abroad, to tell the stories of how innovative pricing strategies can help companies create and capture value as well as customers. They teach the pricing principles behind those innovative ideas and practices. *Smart Pricing* introduces many innovative approaches to pricing, as well as the research and insights that went into their creation. Filled with illustrative examples from the business world, readers will learn about restaurants where customers set the price, how Google and other high-tech firms have used pricing to remake whole industries, how executives in China successfully start and fight price wars to conquer new markets. *Smart Pricing* goes well beyond familiar approaches like cost-plus, buyer-based pricing, or competition-based pricing, and puts a wide variety of pricing mechanisms at your disposal. This book helps you understand them, choose them, and use them to win.

Book Information

Hardcover: 224 pages

Publisher: FT Press; 1 edition (April 5, 2010)

Language: English

ISBN-10: 9780131494183

ISBN-13: 978-0131494183

ASIN: 013149418X

Product Dimensions: 6.3 x 0.7 x 9.3 inches

Shipping Weight: 13.6 ounces

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (51 customer reviews)

Best Sellers Rank: #366,585 in Books (See Top 100 in Books) #33 in [Books > Business & Money > Management & Leadership > Pricing](#) #278 in [Books > Business & Money > Industries > Retailing](#) #316 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#)

Customer Reviews

Having recently read *Free: How Today's Smartest Businesses Profit by Giving Something for Nothing*, I was looking for something a bit more in-depth. I didn't find it here. For a book written by two professors, and endorsed by four more on the back cover, I expected at least a couple of charts or graphs, plus some scholarly analysis. Unfortunately, what was delivered was a long magazine

article with no analysis and few "facts," some of which are erroneous. Some examples: P. 132: "Tesco's (a leading British grocery store chain) Clubcard operation also used this data to send personalized coupons and other offers to every Clubcard household every quarter, a huge operation that accounts for more than 6% of the UK's annual postal volume." Using the 13 million household number found on page 131, this means that annual UK postal volume would be about 867 Million pieces. Unfortunately, according to Royal Mail Holdings, Royal Mail delivers more than 84 million pieces of mail PER DAY, meaning the quoted statistic is off by a factor of more than 35X. For the statistic to be true, Tesco would have to mail more than 5 Million pieces per day, or two pieces per member household per week, more than 100 pieces per member household per year. Other "facts" similarly lack the most rudimentary checks. P. 102: "As good as the traditional pricing system works..." Back in 5th grade, they taught us that should be "As well as..." A nit, but expectations are high for a \$34.99 book of under 210 pages.

This has to be a perfect example of an effective tagline "How Google..." Unfortunately, that's where the goodness of the book ends. Overall, the book does not live up to the expectations helped set by the sub-title or the glowing quotes from professional reviewers/authors. First of all, it is not clear who the target audience is. While the authors words "...gain more confidence in pulling the price lever and perhaps sparks an idea about innovative way to price....we will have achieved our main objective", suggests they aimed the book at pricing professionals/executives. They are likely to be the most disappointed with the book - it lacks specificity of tactics or strong theoretical models to help that audience (except a basic IBEA analysis section and abstracting key principles of pay-as-you-wish model). The general business audience will be baffled by the directionless nature of the examples and the neither-academic/neither-general audience style of narration and haphazard idea development. Undergraduate students in business disciplines will find this book difficult to use as a resource for case studies. In fact, the general audience is better served by an earlier, more focussed book - Free: The Future of a Radical Price which employ some similar examples. Moreover, the chapter on "China price" is mostly superficial and readers can get a more entertaining and informative look in Dragons at Your Door: How Chinese Cost Innovation Is Disrupting Global Competition.

[Download to continue reading...](#)

Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability
Tame Your Gmail in 5 Easy Steps with David Allen's GTD: 5-Steps to Organize Your Mail, Improve Productivity and Get Things Done Using Gmail, Google Drive, Google Tasks and

Google Calendar The Art of Creative Matting: Techniques, Design Applications, and Pricing for Profitability Pricing and Profitability Management: A Practical Guide for Business Leaders The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses 422 Tax Deductions for Businesses and Self-Employed Individuals (475 Tax Deductions for Businesses & Self-Employed Individuals) Taxes & Accounting for Small Businesses - QuickStart Guides: The Simplified Beginner's Guides to Taxes & Accounting for Small Businesses Local SEO: Proven Strategies & Tips for Better Local Google Rankings (Marketing Guides for Small Businesses) Google AdSense & SEO Secret \$100/ Day: How I make \$100/ day with Google and my SEO secrets SEO for Google Places - The Secret to Crushing Your Competition with Local SEO and Google Places Google AdWords: Earn Better Revenue through Google AdWords Google Drive & Docs in 30 Minutes (2nd Edition): The unofficial guide to the new Google Drive, Docs, Sheets & Slides Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) The Innovation Paradox: Why Good Businesses Kill Breakthroughs and How They Can Change Smart Contracts: How to Use Blockchain Smart Contracts for Cryptocurrency Exchange The Business of Design: Balancing Creativity and Profitability The Lean Machine: How Harley-Davidson Drove Top-Line Growth and Profitability with Revolutionary Lean Product Development Accidents Waiting to Happen: Best Practices in Workers' Comp Administration and Protecting Corporate Profitability Etsy: Etsy Business: 50 Beginner Success Tips to Make Money Online with Etsy: Launching, SEO, Marketing, Selling, Pricing, and More! (Etsy SEO, Ebay, Making ... Etsy businesses, Etsy Beginner Ideas)

[Dmca](#)