

Graphic Artist Guilds Handbook Of Pricing And Ethical Guidelines

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the oxford handbook of pricing management is a comprehensive guide to the theory and practice of pricing across industries environments and methodologies the handbook illustrates the wide variety of pricing approaches that are used in different industries it also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries it includes more than 30 chapters written by pricing leaders from industry consulting and academia it explains how pricing is actually performed in a range of industries from airlines and internet advertising to electric power and health care the volume covers the fundamental principles of pricing such as price theory in economics models of consumer demand game theory and behavioural issues in pricing as well as specific pricing tactics such as customized pricing nonlinear pricing dynamic pricing sales promotions markdown management revenue management and auction pricing in addition there are articles on the key issues involved in structuring and managing a pricing organization setting a global pricing strategy and pricing in business to business settings

pricing is an essential aspect of the marketing mix for brands and products further pricing research in marketing is interdisciplinary utilizing economic and psychological concepts with special emphasis on measurement and estimation this unique handbook provides current knowledge of pricing in a single authoritative volume and brings together new cutting edge research by established marketing scholars on a range of topics in the area the environment in which pricing decisions and transactions are implemented has changed dramatically mainly due to the advent of the internet and the practices of advance selling and yield

management over the years marketing scholars have incorporated developments in game theory and microeconomics behavioral decision theory psychological and social dimensions and newer market mechanisms of auctions in their contributions to pricing research these chapters specifically written for this handbook cover these various developments and concepts as applied to tackling pricing problems academics and doctoral students in marketing and applied economics as well as pricing focused business practitioners and consultants will appreciate the state of the art research herein

pricing is an emotive and complex topic demanding an understanding of a number of domains of business knowledge in this accessible handbook we present practical information and tools to enable the reader to make important decisions knowledgably and confidently and to explain these decisions to colleagues the material has a strong value theme throughout as every pricing decision should be taken within the context of customer value cambridge marketing handbook pricing points explores essential knowledge and important theory on topics including value economics accounting and segmentation it covers conventional and novel approaches to pricing competition cost value based and dynamic methods with contemporary illustrations from b2b b2c and b2b2c real company examples throughout the book are drawn from global consulting practice with major enterprises and state of knowledge content from international conferences

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