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Jagmohan Raju, Z. John Zhang

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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*.

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Catherine Kuntz:

People live in this new day time of lifestyle always attempt to and must have the spare time or they will get great deal of stress from both everyday life and work. So , if we ask do people have spare time, we will say absolutely sure. People is human not a robot. Then we ask again, what kind of activity do you have when the spare time coming to anyone of course your answer may unlimited right. Then do you try this one, reading books. It can be your alternative inside spending your spare time, often the book you have read is definitely Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitabilit (paperback).

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