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The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing freelance business to create a sustainable and rewarding

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livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included.

In this book, the world's foremost experts on pricing integrate theoretical rigor and practical application to present a comprehensive resource that covers all areas of the field. This volume brings together quantitative and qualitative approaches and highlights the most current innovations in theory and practice. Going beyond the traditional constraints of "price theory" and "price policy," the authors coined the term "price management" to represent a holistic approach to pricing strategy.

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and tactical implementation. They remind us that the Ancient Romans used one word, pretium, to mean both price and value. This is the fundamental philosophy that drives successful price management where producer and customer meet. Featuring dozens of examples and case studies drawn from their extensive research, consulting, and teaching around the world, Simon and Fassnacht cover all aspects of pricing following the price management process with its four phases: strategy, analysis, decision, and implementation. Thereby, the authors take into account the nuances across industry sectors, including consumer goods, industrial products, services, and trade/distribution. In particular, they address the implications of technological advancements, such as the Internet and new measurement and sensor technologies that have led to a wealth of price management

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innovations, such as flat rates, freemium, pay-per-use, or pay-what-you-want. They also address the emergence of new price metrics, Big Data applications, two-sided price systems, negative prices, and the sharing economy, as well as emerging payment systems such as bitcoin. The result is a "bible" for leaders who recognize that price is not only a means to drive profit in the short term, but a tool to generate sustained growth in shareholder value over the longer term, and a primer for researchers, instructors, and students alike. Praise for Price Management "This book is truly state of the art and the most comprehensive work in price management." - Prof. Philip Kotler, Kellogg School of Management, Northwestern University "This very important book builds an outstanding bridge between science and practice." - Kasper Rorsted, CEO, Adidas "This book provides practical

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guidelines on value creation, communication and management, which is an imperative for businesses to survive in the coming era of uncertainty." - Dr. Chang-Gyu Hwang, Chairman and CEO, KT Corporation (Korea Telecom)

An encyclopedia designed especially to meet the needs of elementary, junior high, and senior high school students.

More than two millennia ago the famous Chinese general Sun Tzu wrote the classic work on military strategy, *The Art of War*. Now, in a new edition of *Sun Tzu and the Art of Business*, Mark McNeilly shows how Sun Tzu's strategic principles can be applied to twenty-first century business. Here are two books in one: McNeilly's synthesis of Sun Tzu's ideas into six strategic principles for the business executive, plus the text of Samuel B. Griffith's popular translation of *The Art of War*. McNeilly

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explains how to gain market share without inciting competitive retaliation, how to attack competitors' weak points, and how to maximize market information for competitive advantage. He demonstrates the value of speed and preparation in throwing the competition off-balance, employing strategy to beat the competition, and the need for character in leaders. Lastly, McNeilly presents a practical method to put Sun Tzu's principles into practice. By using modern examples throughout the book from Google, Zappos, Amazon, Dyson, Aflac, Singapore Airlines, Best Buy, the NFL, Tata Motors, Starbucks, and many others, he illustrates how, by following the wisdom of history's most respected strategist, executives can avoid the pitfalls of management fads and achieve lasting competitive advantage.

On The Margins Of Art Worlds

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The Science, Art and Voodoo of Freelance Pricing and Getting Paid

How to Price Your Art

Price Management

Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures

How to Find the Hidden Profits to Grow Your Business

Deliberately Pricing for Profit

Get your hands on the pricing strategies big businesses already use. For many business owners, the process of determining how to price products or services is akin to boiling eye of newt in a cauldron surrounded by wicked witches. But pricing is not magic, any more than selling is

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magic. The Dark Art of Pricing demystifies pricing for small- to medium-sized businesses. Pricing should be of the utmost importance to business owners because it is possible to use price strategies to engineer a deliberate profit. It is possible to drive sales and cut costs. An accountant can tell you how to cut costs. Sales trainers can help you improve sales. But what is often mostly ignored is pricing, and focusing on price allows you to find that sweet spot where you become the price leader because you are the best in your industry or area, and the go-to company because of the value you offer. Finding the right pricing strategy is, like developing a sales program, work.

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It takes testing and tweaking. But the “how” and “why” are buried in corporate vaults and academic journals, almost inaccessible to the average business owner. Author Andrew Gregson has started and owned five businesses including two franchises, and spent years consulting on profitability to small- and medium-sized businesses in North America. He simplifies the strategies that help business owners find ways to charge what they are really worth, drive larger profits, build wealth, and eventually attract buyers when the time comes to retire to a sandy beach.

Leading trailblazers in contemporary art reflect on the

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transformations in ideology and practice that shape today's art market In *New Waves*, Dutch art historian Marta Gnyp interviews a number of artists and curators about contemporary art's shifting landscape. Her inquest is divided into five chapters that each address a subject of major change in recent years. "Rewriting the Canon" details the rediscovery and revaluation of several postwar artists including painters Joan Semmel, Stanley Whitney and Claudette Johnson. In "Extending New Media," artists Cory Arcangel and Alex da Corte discuss the creative possibilities posed by new technology. "New Approaches to Truth and Morality" sees installation artist Jordon

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Wolfson and photographer Mohamed Bourouissa reflect on the ethics of art making. "New Classic Art" examines the practices of four artists--Claire Tabouret, Adriana Varejão, Daniel Richter and Jenny Saville--whose work provides a contemporary spin on the classical art tradition. Finally, Gnyp speaks to several curators, collectors and museum directors to discuss the evolving art market in the 21st century.

Show students how to use pricing decisions to maximize a firm's profits by creating and capturing customers.

**PRICING STRATEGY: SETTING PRICE LEVELS,
MANAGING PRICE DISCOUNTS AND**

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ESTABLISHING PRICE STRUCTURES is written by Tim J. Smith, recognized pricing thought leader and successful principal of a respected pricing firm. The most comprehensive pricing text on the market, PRICING STRATEGY highlights the stakeholder's importance in making decisions, as well as key trade-offs to consider when choosing between opposing outcomes. Students will gain a better understanding of the most important influences to consider when making pricing decisions. This text strikes an appropriate balance between quantitative skill sets and the qualitative concepts necessary for business growth. Core concepts are

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presented in chapters with optional appendices that require more rigorous knowledge of introductory calculus. The book draws the best thinking from numerous disciplines, including marketing, economics, and finance, to deliver a comprehensive presentation that comes alive through numerous case studies, memorable examples, and graphs. Assist students in developing the pricing strategies and skills needed for business success with Smith's **PRICING STRATEGY**. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Millionaire maker Dan S. Kennedy and marketing

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strategist Jason Marris dare you to re-examine your every belief about pricing and empower you to take a more creative, more effective, bold approach to your price-and prosperity. Kennedy and Marris don't offer little tricks, like new ways to say 50% off, half off, or 2 for 1. They tell you the secret to setting prices for the greatest gain. Then they teach you how to avoid the ultimate price and fee failures-like attracting customers who buy by price. You'll discover how to compete with FREE, learn how to discount without damage, and uncover the key to price elasticity. Most importantly, you'll grasp how to use price to your extreme advantage and grant yourself the power to

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be as profitable as possible. Reveals: The 9 ultimate price and fee failures The trick behind discounting without devaluing The 5 price-related propositions to be concerned with The million-dollar secret behind "FREE" How to win price wars with competitors Why price cutting isn't the cure for the recession and what is Book jacket.

Pricing Value

Symbolic Meanings of Prices on the Market for Contemporary Art

The Price We Pay

Sun Tzu and the Art of Business

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Launching 6-Figure Products & Services

Six Strategic Principles for Managers

Fundamentals of Transfer Pricing

How to Price Your Art is a comprehensive guide that enables visual artists to price their work confidently and with profit in mind. Whether you are new to pricing your art or have been an artist for years and are simply wanting to develop a pricing strategy for your art business, this book will give you everything you need. You can absolutely learn how to price your artwork with confidence inside the pages of this book. And

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I'd love to show you how, especially if you're still pricing your art based on what you "think" it's worth and constantly second-guessing yourself. Knowing how to price your art means the difference between barely making ends meet and actually making money with your art. It enables you to build your art business, create income and have the impact you dream of as an artist. It's the difference between an expensive hobby and a profitable business. If you're like most artists, knowing how to price your art is a constant frustration which takes the joy right out of creating. Add to that the

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confusion of trying to understand how things like where you live, the type of art you create and your experience level fit in to your pricing and it can be downright overwhelming! Thankfully, pricing your artwork doesn't have to be a mystery, anymore! Inside this book, I'll teach you:

- 7 Factors that Determine Art Pricing
- An Easy Pricing Formula for Pricing Your Art
- How to Make a Profit on Every Sale
- 5 Keys to Creating a Pricing Strategy
- Why Fear of Raising Your Prices is All In Your Head
- My Biggest Pricing Mistakes and How to Avoid Them

Plus you'll be getting a copy of my Art

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Pricing Worksheet which will make pricing your art super easy for you. I'll also be covering important topics including: Why Uniqueness Commands Higher Prices How to Price for Retail, Wholesale & Consignment Perception Influences Pricing Accounting for Packing, Shipping & Taxes Where to Start If You've Never Sold Anything How to Create Multiple Price Points Knowing When to Increase Your Prices Should you list your prices on your website? Discounts & Bonuses Every day that goes by you're not pricing your art profitably is one more day that's costing you the time, money, freedom and

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impact you were designed to make in the world. The longer you keep doing this, the more money you're literally throwing down the drain.

In this #1 New York Times bestseller, a child is kidnapped at a presidential retreat and two former Secret Service agents must become private investigators in a desperate search that might destroy them both. A daring kidnapping turns a children's birthday party at Camp David, the presidential retreat, into a national security nightmare. Former Secret Service agents turned private investigators Sean King and Michelle Maxwell don't want to

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get involved. But years ago Sean saved the First Lady's husband, then a senator, from political disaster. Now the president's wife presses Sean and Michelle into a desperate search to rescue a kidnapped child. With Michelle still battling her own demons, the two are pushed to the limit, with forces aligned on all sides against them-and the line between friend and foe impossible to define...or defend.

Get your hands on the pricing strategies big businesses already use. For many business owners, the process of determining how to price products or services is akin to boiling

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eye of newt in a cauldron surrounded by wicked witches. But pricing is not magic, any more than selling is magic. The Dark Art of Pricing demystifies pricing for small- to medium-sized businesses. Pricing should be of the utmost importance to business owners because it is possible to use price strategies to engineer a deliberate profit. It is possible to drive sales and cut costs. An accountant can tell you how to cut costs. Sales trainers can help you improve sales. But what is often mostly ignored is pricing, and focusing on price allows you to find that sweet spot where you become the price leader

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because you are the best in your industry or area, and the go-to company because of the value you offer. Finding the right pricing strategy is, like developing a sales program, work. It takes testing and tweaking. But the "how" and "why" are buried in corporate vaults and academic journals, almost inaccessible to the average business owner. Author Andrew Gregson has started and owned five businesses including two franchises, and spent years consulting on profitability to small- and medium-sized businesses in North America. He simplifies the strategies that help business owners find ways to charge what

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they are really worth, drive larger profits, build wealth, and eventually attract buyers when the time comes to retire to a sandy beach.

Leading pricing expert Rafi Mohammed shows businesses how to reap a financial windfall and foster growth using the underutilized and often overlooked strategy of setting prices. The 1% Windfall reveals how modest incremental changes to an everyday business practice—pricing—can yield significant rewards. Illustrating the power of pricing, a study of the Global 1200 found that if companies raised prices by just 1%, their

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average operating profits would increase by 11%. Using a 1% increase in price, some companies would see even more growth in percentage of profit: Sears, 155%; McKesson, 100%; Tyson, 81%; Land O'Lakes, 58%; and Whirlpool, 35%. The good news is that better pricing is more than simply raising prices. Instead, the key is to offer customers a variety of pricing options. This strategy is win-win: profits to companies and choices for consumers. But how do executives and managers set the right price? Underpinned by sound empirical research and real-life anecdotes, The 1% Windfall addresses this fundamental

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question. This book offers guidelines that any company—whether a multinational conglomerate, a small business, or even a nonprofit—can follow to create a comprehensive pricing strategy for any product or service. In addition, these versatile techniques and tools provide solutions to avert a slump in a recession, offset the impact of inflation, or battle a new competitor. The result is a mind-opening, clear blueprint for companies to price for profit and growth.

How Successful Companies Use Price to Profit and Grow

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The Dark Art of Pricing

Contractor's Guide to Change Orders

How Not to Fight Inflation

The Art of Pricing and Packaging

Contemporary Art and the Issues Shaping Its

Tomorrow

Pricing and Revenue Optimization

\$136 million for a Klimt, \$71.7 million for an Andy Warhol. It's not that art is expensive, but rather that money has become cheap for certain collectors - Russian oligarchs, the Chinese, and American hedge-fund managers. Collections are being redistributed to new fortunes around the world. Sophisticated marketing campaigns, the

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most luxurious parties, and a new wealthy elite passionate about art cross paths to compete for paintings now considered trophies. At present, details like 'who's selling what' and "which auction house is organizing the sale" play an important role in sums fetched. The goal is paradoxical - Always pay more. The Worth of Art (2) offers an inside and outside view on an art world nourished by excess.

All businesses can profit from selling a suite of products and services at different price points to give clients choice. However, when you have a service-based business, it is especially important to package up your services in

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different ways, both to meet client needs and to maximize your profits. Selling services like coaching, consulting, teaching, and training can be challenging because clients are buying something less tangible than a physical, or even digital, product. Even when there is a visible element included, like in hairdressing or home repairs, you want to ensure this is not a one-time purchase and you never see that client again. When you work hard to attract new clients, it is essential to also work hard to keep them. Packaging your services in different ways can increase your sales and keep your clients for longer. After all, many services work better

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if clients make a long-term commitment. This is a book for service providers who want to increase their sales and conversions by making it easier for their clients to select the right option to solve their problems and suit their budget. In the book, you will learn how to do this by packaging your services into clear, solutions-driven offers presented at different price points. You will make decisions about the best packages for you to create right now to help grow your business, based on the services you already offer clients. You will finish the book with a clear plan for how you will create and promote your first three packages.

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New York Times bestseller Business Book of the Year--Association of Business Journalists From the New York Times bestselling author comes an eye-opening, urgent look at America's broken health care system--and the people who are saving it--now with a new Afterword by the author. "A must-read for every American." --Steve Forbes, editor-in-chief, FORBES One in five Americans now has medical debt in collections and rising health care costs today threaten every small business in America. Dr. Makary, one of the nation's leading health care experts, travels across America and details why health care has become a bubble. Drawing from

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on-the-ground stories, his research, and his own experience, The Price We Pay paints a vivid picture of the business of medicine and its elusive money games in need of a serious shake-up. Dr. Makary shows how so much of health care spending goes to things that have nothing to do with health and what you can do about it. Dr. Makary challenges the medical establishment to remember medicine's noble heritage of caring for people when they are vulnerable. The Price We Pay offers a road map for everyday Americans and business leaders to get a better deal on their health care, and profiles the disruptors who are innovating

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medical care. The movement to restore medicine to its mission, Makary argues, is alive and well--a mission that can rebuild the public trust and save our country from the crushing cost of health care.

Pricing decisions are among the most important and impactful business decisions that a manager can make. How to Price Effectively: A Guide for Managers and Entrepreneurs introduces the value pricing framework, a structured, versatile, and comprehensive method for making good pricing decisions and executing them. The framework weaves together the latest thinking from academic research

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journals, proven best practices from the leading pricing experts, and ideas from other fields such as medical decision making, consumer behavior, and organizational psychology. The book discusses what a good pricing decision is, which factors you should consider when making one, the role played by each factor-costs, customer value, reference prices, and the value proposition- and how they work together, the importance of price execution, and how to evaluate the success of pricing decisions. You will also be introduced to a set of useful and straightforward tools to implement the value pricing framework, and study many examples

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and company case studies that illustrate its nuances. The purpose of How to Price Effectively: A Guide for Managers and Entrepreneurs is to provide you with a comprehensive, practical guide to making, executing, and evaluating pricing decisions. A Guide for Managers & Entrepreneurs Revenue Management and Pricing Analytics How to Price Effectively First Family Strategy, Analysis, Decision, Implementation Free Review and Analysis of Mohammed's Book

During the late 1980s, the near-worship of artistic genius

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produced auction sales of works by Vincent Van Gogh and Pablo Picasso for tens of millions of dollars, over \$15 million for a painting by Jasper Johns, and record prices for works by many other deceased and even living masters. At the same time, it was no longer controversial in academic and intellectual circles to maintain that art works are the products of what Howard Becker has termed collective activity carried out within loosely defined art worlds: Works of art, from this point of view, are not the products of individual makers, "artists" who possess a rare and special gift. They are, rather, joint products of all the people who cooperate via an art world's characteristic conventions to bring works like that into existence. Artists are some sub-group of the world's

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participants who, by common agreement, possess a special gift, therefore make a unique and indispensable contribution to the work, and thereby make it art. (1982: 35) The concept of the art world—with its central focus on the collective, social, and conventional nature of artistic production, distribution, and appreciation—confronts and potentially undermines the romantic ideology of art and artists still dominant in Western societies.

From the incomparable New York Times and New Yorker illustrator Tamara Shopsin, a debut novel about a NYC printer repair technician who comes of age alongside the Apple computer—featuring original artistic designs by the author. NAMED A MOST ANTICIPATED BOOK OF 2021 BY LIT

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HUB. LaserWriter II is a coming-of-age tale set in the legendary 90s indie NYC Mac repair shop TekServe—a voyage back in time to when the internet was new, when New York City was gritty, and when Apple made off-beat computers for weirdos. Our guide is Claire, a 19-year-old who barely speaks to her bohemian co-workers, but knows when it's time to snap on an antistatic bracelet. Tamara Shopsin brings us a classically New York novel that couldn't feel more timely. Interweaving the history of digital technology with a tale both touchingly human and delightfully technical, Shopsin brings an idiosyncratic cast of characters to life with a light touch, a sharp eye, and an unmistakable voice. Filled with pixelated philosophy and lots of printers, LaserWriter II is, at its heart, a

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parable about an apple.

The Mises Institute is thrilled to bring back this popular guide to ridiculous economic policy from the ancient world to modern times. This outstanding history illustrates the utter futility of fighting the market process through legislation. It always uses despotic measures to yield socially catastrophic results. It covers the ancient world, the Roman Republic and Empire, Medieval Europe, the first centuries of the U.S. and Canada, the French Revolution, the 19th century, World Wars I and II, the Nazis, the Soviets, postwar rent control, and the 1970s. It also includes a very helpful conclusion spelling out the theory of wage and price controls. This book is a treasure, and super entertaining!

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Furnishes a practical and easy-to-understand guide on how to use pricing to increase hidden profits and develop new growth opportunities, offering helpful advice, strategies, and techniques for increasing profit margins. 20,000 first printing.

A Counterintuitive Approach to Living a Good Life

The World Book Encyclopedia

The Worth of Art (2)

New International Edition

Graphic Artists Guild Handbook, 16th Edition

A Mechanism Design Approach

The Subtle Art of Not Giving a F*ck

We live in an extraordinary time. In a world that moves faster than we can

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imagine, we cannot afford to stand still. In this extraordinary contrarian book Jeff Booth details the technological and economic realities shaping our present and our future, and the choices we face as we go forward—a potentially alarming, but deeply hopeful situation.

The online economy offers challenges to traditional businesses as well as incredible opportunities. Chris Anderson makes the compelling case that in many instances businesses can succeed best by giving away more than they charge for.

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Known as "Freemium," this combination of free and paid is emerging as one of the most powerful digital business models. In Free, Chris Anderson explores this radical idea for the new global economy and demonstrates how it can be harnessed for the benefit of consumers and businesses alike. In the twenty-first century, Free is more than just a promotional gimmick: It's a business strategy that is essential to a company's successful future. Download the audiobook of Free for free! Details inside the book.

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Want to make a bad year better or turn a good year into a blockbuster? Improve your pricing strategy and discover the untapped gold mine that exists in your products and services. Whether you are in marketing, a manager, on the salesforce, in finance, or the CEO/CFO, pricing your products matters to you. The Art of Pricing is a practical guide for solving one of the most important dilemmas in business: how to use price to uncover hidden profits and find new opportunities for growth. This roadmap to pricing illustrates and explains: The

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financial windfall that can be reaped from small changes in price Methods to derive the "right price" for your product or service How a series of easy-to-implement strategies enables companies to serve and profit from the largest possible customer base How new pricing strategies can activate dormant customers Why the key to better pricing is to provide customers with options - different prices, versions, and opportunities to purchase - to best meet their needs. Using a range of examples, from small businesses to big

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companies like Ford, Rafi shows how expanding your vision of pricing can accelerate profits and growth at your company. Critical Reviews When The Art of Pricing first came out, The New York Times named it among those business books that "should have been best sellers" but got lost "in the shuffle." "The key to getting that additional profit, Mr. Mohammed contends in a clear, conversational tone, is to offer customers a variety of pricing options and allow them to pick the one that works best for them...What is clear

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from Mr. Mohammed's book is that it might be easier to produce greater margins by concentrating on the numerator (price) - what you charge - instead of obsessing about costs." The New York Times "The Art of Pricing is an entertaining primer on how to unlock 'hidden profits' and growth by aligning your product's price with the value customers place on it." BusinessWeek SmallBiz "This conversational, easy and informative read is worth paying attention to." Entrepreneur Magazine "Here is a book that is really 'where the rubber meets the

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road' pricing...I enjoyed this book because the author wrote a book full of real world examples." A Jack Covert Monthly Selection, 800CEOREAD Included in the Forbes' Entrepreneurial Library (10 books that no entrepreneur should be without). "Pricing products and services is one of the most crucial, and difficult, decisions that an entrepreneur will make...he (Mohammed) finds psychological and macroeconomic rules to help readers set prices effectively as they enter the marketplace." Forbes.com Testimonials "A

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lighthearted, anecdotal, but theoretically sophisticated primer on pricing, highly personal and readable, with abundant illustrations." Alfred E. Kahn, Robert Julius Thorne Professor of Political Economy, Emeritus, at Cornell University, and former chairman of the Civil Aeronautics Board "The Art of Pricing is a 'must read' for every manager; it will help you better serve your customers as well as make you more money." Irving Azoff, CEO of TicketMaster and CEO of Frontline Management "This book is richly

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illustrated with stories that show how pricing is as much disciplined science as art, and that masters of this discipline can reap profit while delighting customers. Rafi Mohammed is the da Vinci of pricing!" Robert G. Cross, Chairman and CEO of Revenue Analytics

"There is no strategic investment that has a higher return than investing in good pricing, and the text by Gallego and Topaloghu provides the best technical treatment of pricing strategy and tactics available." Preston McAfee, the J. Stanley

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Johnson Professor, California Institute of Technology and Chief Economist and Corp VP, Microsoft. "The book by Gallego and Topaloglu provides a fresh, up-to-date and in depth treatment of revenue management and pricing. It fills an important gap as it covers not only traditional revenue management topics also new and important topics such as revenue management under customer choice as well as pricing under competition and online learning. The book can be used for different audiences that range from advanced undergraduate students

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to masters and PhD students. It provides an in-depth treatment covering recent state of the art topics in an interesting and innovative way. I highly recommend it." Professor Georgia Perakis, the William F. Pounds Professor of Operations Research and Operations Management at the Sloan School of Management, Massachusetts Institute of Technology, Cambridge, Massachusetts. "This book is an important and timely addition to the pricing analytics literature by two authors who have made major contributions to the

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field. It covers traditional revenue management as well as assortment optimization and dynamic pricing. The comprehensive treatment of choice models in each application is particularly welcome. It is mathematically rigorous but accessible to students at the advanced undergraduate or graduate levels with a rich set of exercises at the end of each chapter. This book is highly recommended for Masters or PhD level courses on the topic and is a necessity for researchers with an interest in the field." Robert L.

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Phillips, Director of Pricing Research at Amazon "At last, a serious and comprehensive treatment of modern revenue management and assortment optimization integrated with choice modeling. In this book, Gallego and Topaloglu provide the underlying model derivations together with a wide range of applications and examples; all of these facets will better equip students for handling real-world problems. For mathematically inclined researchers and practitioners, it will doubtless prove to be thought-provoking and an invaluable

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reference.” Richard Ratliff, Research Scientist at Sabre “This book, written by two of the leading researchers in the area, brings together in one place most of the recent research on revenue management and pricing analytics. New industries (ride sharing, cloud computing, restaurants) and new developments in the airline and hotel industries make this book very timely and relevant, and will serve as a critical reference for researchers.” Professor Kalyan Talluri, the Munjal Chair in Global Business and

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Operations, Imperial College, London, UK.

LaserWriter II

Pricing & Ethical Guidelines

The Art of Pricing What Your Accounting

Clients Value Most

Forty Centuries of Wage and Price Controls

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Dynamic Allocation and Pricing

The Price of Tomorrow

Your services are not differentiated or valuable in your client's mind - they can easily compare what you are offering to

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your competitors and decide that you're just too expensive. In order to escape the trap of constantly competing based on price, you must render price a non-issue. Pricing Value is the process of uncovering and quantifying the pain points, transformations, feelings and perceptions that render price a non-issue, and highlight your proposed solution as the only sane option. It's the only way to avoid "sticker shock" and the constant threat of price objections. To

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price the value so you attract and retain a higher caliber of client, this book will show you how to: Deal with self-worth issues and eliminate price-sensitive clients Adopt the right mindset, approach and systems to maximize what each client is willing to pay Deflect attention away from price and expertly manage your client's perception of value Maximize cash flow and the value of your practice by capturing more of the value you create

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How do dealers price contemporary art in a world where objective criteria seem absent? Talking Prices is the first book to examine this question from a sociological perspective. On the basis of a wide range of qualitative and quantitative data, including interviews with art dealers in New York and Amsterdam, Olav Velthuis shows how contemporary art galleries juggle the contradictory logics of art and economics. In doing so, they rely on a highly ritualized business repertoire. For

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instance, a sharp distinction between a gallery's museumlike front space and its businesslike back space safeguards the separation of art from commerce.

Velthuis shows that prices, far from being abstract numbers, convey rich meanings to trading partners that extend well beyond the works of art. A high price may indicate not only the quality of a work but also the identity of collectors who bought it before the artist's reputation was established. Such

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meanings are far from unequivocal. For some, a high price may be a symbol of status; for others, it is a symbol of fraud. Whereas sociological thought has long viewed prices as reducing qualities to quantities, this pathbreaking and engagingly written book reveals the rich world behind these numerical values. Art dealers distinguish different types of prices and attach moral significance to them. Thus the price mechanism constitutes a symbolic system akin to

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language.

The must-read summary of Rafi Mohammed's book: "The Art of Pricing: How to Find the Hidden Profits to Grow Your Business". This complete summary of the ideas from Rafi Mohammed's book "The Art of Pricing" states that pricing is never "one-size-fits-all". If you think that way, you're leaving money on the table in the form of hidden profits you can and should access to grow your business. In his book, the author explains that instead

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of looking for the "perfect" price where consumer demand is optimised and your profits are maximised, try a more multi-dimensional approach instead. This summary offers three different tools that you will need to approach your pricing decisions more effectively and grow your business. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "The Art of Pricing" and discover the new approach to pricing that will

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access your hidden profits and help you to grow.

A comprehensive look at creating pricing strategies that work in both good economic times and bad Written by three preeminent pricing experts at McKinsey & Company, the Second Edition of The Price Advantage is a practical pricing guide for the executive or pricing practitioner who wants to identify, capture, and sustain substantial pricing gains in their business. Pricing is by far

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the most powerful profit lever that managers can influence. Yet few companies approach pricing in a way that fully capitalizes on its value. This Second Edition, a major revision and extension of the first book, shows you what it takes to achieve the price advantage in today's competitive and complex business environments. Based on in-depth, first-hand experience with thousands of companies, this book provides managers with a pragmatic guide through the maze

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of pricing issues. It reinforces why pricing excellence is more critical than ever today and then explains state-of-the-art approaches to analyzing and improving your own pricing strategy and execution. Explores the fundamental role of pricing infrastructure in achieving the price advantage Includes new topics such as software and information products pricing, lifecycle pricing, custom-configured products pricing, pricing of high-count product lines, pricing in

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distributed sales environments, "razor/razor blades" pricing, and tiered products and services pricing Revisits the full range of classic McKinsey pricing tools, including the pocket price waterfall and value maps Engaging and informative, the Second Edition of The Price Advantage will put this essential discipline in perspective.

**What Broke American Health Care--and How to Fix It
Talking Prices**

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The Strategy and Tactics of Pricing
The Art of Pricing, New Edition
Confessions of the Pricing Man
Summary: The Art of Pricing
How Price Affects Everything

A Groundbreaking Pricing Model for the New Business Landscape Why would any customer choose Brand X over Brand Y, regardless of price? In a word: Value. When customers feel they are getting good value from your product or service, they are more than happy to pay more—which is good news for you and your business. Even in today's

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global market—with its aggressive competitors, low-cost commodities, savvy consumers, and intangible digital offerings—you can outsell and outperform the rest using Value-Based Pricing. Done correctly, this method of pricing and selling helps you: Understand your customers' wants and needs Focus on what makes your company different Quantify your differences and build a value-based strategy Communicate your value directly to your customers Now more than ever, it is essential for you to reexamine the reality of the value you offer customers—and this step-by-step program shows

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you how. Developed by global consultants Harry Macdivitt and Mike Wilkinson, Value-Based Pricing identifies three basic elements of the Value Triad: revenue gain, cost reduction, and emotional contribution. By delivering these core values to your customers—through marketing, selling, negotiation, and pricing—you can expect an increase in profits, productivity, and consumer goodwill. These are the same value-based strategies used by major companies such as Philips, Alstom, Siemens, and Virgin Mobile. And when it comes to today's more intangible markets—such as consulting services or

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digital properties like e-books and music files—these value-based strategies are more important than ever. So forget about your old pricing methods based on costs and competition. Once you know your own value—and how to communicate it to others—everybody profits.

This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the

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application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition,

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managers will find the practical approach to the issue of pricing and revenue optimization invaluable. Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact marketing@www.sup.org.

About this book: Fundamentals of Transfer Pricing aims to capture the concepts and fundamental principles of transfer pricing by providing theoretical and practical knowledge on transfer pricing topics. Transfer pricing continues to be one of the most significant areas of heightened controversy in

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international taxation for multinational enterprises and tax administrations. Due to its far-reaching consequences, tax professionals and individual tax jurisdictions are required to understand the fundamentals of the topic, which is often caught in a maze of literature. Emerging from the joint research conducted by the WU Transfer Pricing Center at the Institute for Austrian and International Tax Law at WU, Vienna University of Economics and Business, the international tax law firm L&P - Ludovici Piccone & Partners and the experiences from the annual advanced transfer pricing courses and conferences,

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this book acts as a manual for understanding transfer pricing principles and their practical application. It provides a balanced approach by detailing the basics of transfer pricing and then proceeding to specific topics that are highly relevant in today's tax environment. What's in this book: This book encompasses contributions from various authors, including policymakers, practitioners and academics who have extensive experience in this field. For ease of understanding, the book is presented in two parts: Part I: General Topics I. Introduction to Transfer Pricing II. Accurate

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Delineation and Recognition of Actual Transactions:
Comparability Analysis III. Transfer Pricing Methods (Part I): Traditional Transaction Methods IV. Transfer Pricing Methods (Part II): Transactional Profit Methods V. Administrative Approaches to Avoiding/Minimizing Transfer Pricing Disputes VI. Administrative Approaches to Resolving Transfer Pricing Disputes VII. Transfer Pricing Documentation: Master File, Country File and Country-by-Country Reporting Part II: Specific Topics VIII. Attribution of Profits to Permanent Establishments IX. Transfer Pricing and Intra-group

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Services X. Transfer Pricing and Intra-group Financial Transactions XI. Transfer Pricing and Intangibles XII. Transfer Pricing, Supply Chain Management and Business Restructurings XIII. Transfer Pricing and Customs Valuation XIV. Transfer Pricing and EU State Aid In analysing the above topics, the work undertaken by the OECD, UN, EU, World Customs Organization, World Bank, International Monetary Fund and other international organizations is considered. Moreover, the book contains several practical examples, judicial precedents and illustrative explanations to

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complement the understanding. Considering the evolving nature of transfer pricing in the specific topics mentioned above, this book will be periodically updated in order to provide up-to-date guidance to its first publication. How this will help you: This book is also used as a reference tool in the Advanced Transfer Pricing Courses organized by the WU Transfer Pricing Center. The book will be a catalyst for immense learning of students and young professionals who are at the introductory stage of understanding the nuances of transfer pricing. Further, the book also caters to tax lawyers, in-

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students are familiar with, this edition includes updated examples with more topical illustrations of current pricing challenges such as:

- iPhone pricing
- New models for pricing music
- Services pricing

NEW! Present the latest information—Heavily Revised Chapters. The revised chapter on Pricing Policy provides a theoretically-grounded framework to describe specific policies for managing price changes for situations such as:

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- Discounts

The chapter on Value Creation now addresses the difference between how to consider

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value when it is driven by tangible monetary drivers (saving money on gas) versus the more subjective psychological drivers (doing the right thing for the environment). The chapter on Value and Price Communication has been substantially revised to describe how to communicate value in a wide variety of product and customer contexts. This chapter also demonstrates how to target communications to affect specific behaviors throughout the customer's buying process. The chapter on Price Setting has been expanded to provide a robust process for setting prices that can be widely applied to consumer and

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The Future of a Radical Price

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#1 New York Times Bestseller Over 10 million copies sold In this generation-defining self-help guide, a superstar blogger cuts through the crap to show us how to stop trying to be "positive" all the time so that we can truly become better, happier people. For decades, we 've been told that positive thinking is the key to a happy, rich life. "F**k positivity," Mark Manson says. "Let 's be honest, shit is f**ked and we have to live with it." In his wildly popular Internet blog, Manson doesn 't sugarcoat or equivocate. He tells it like it is—a dose of raw, refreshing, honest truth that is sorely lacking today.

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The Subtle Art of Not Giving a F**k is his antidote to the coddling, let ' s-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals just for showing up. Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to

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know our limitations and accept them. Once we embrace our fears, faults, and uncertainties, once we stop running and avoiding and start confronting painful truths, we can begin to find the courage, perseverance, honesty, responsibility, curiosity, and forgiveness we seek. There are only so many things we can give a f**k about so we need to figure out which ones really matter, Manson makes clear. While money is nice, caring about what you do with your life is better, because true wealth is about experience. A much-needed grab-you-by-the-shoulders-and-look-you-in-the-eye moment of real-

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talk, filled with entertaining stories and profane, ruthless humor, *The Subtle Art of Not Giving a F**k* is a refreshing slap for a generation to help them lead contented, grounded lives.

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that blends dynamic paradigms from the operations research and management science literature with classical mechanism design methods. Dynamic allocation and pricing problems occur in numerous frameworks, including the pricing of seasonal goods in retail, the allocation of a fixed inventory in a given period of time, and the assignment of personnel to incoming tasks. Although most of these problems deal with issues treated in the mechanism design literature, the modern revenue management (RM) literature focuses instead on analyzing properties of restricted classes of allocation and pricing schemes.

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In this book, Alex Gershkov and Benny Moldovanu propose an approach to optimal allocations and prices based on the theory of mechanism design, adapted to dynamic settings. Drawing on their own recent work on the topic, the authors describe a modern theory of RM that blends the elegant dynamic models from the operations research (OR), management science, and computer science literatures with techniques from the classical mechanism design literature. Illustrating this blending of approaches, they start with well-known complete information, nonstrategic dynamic models

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that yield elegant explicit solutions. They then add strategic agents that are privately informed and then examine the consequences of these changes on the optimization problem of the designer. Their sequential modeling of both nonstrategic and strategic logic allows a clear picture of the delicate interplay between dynamic trade-offs and strategic incentives. Topics include the sequential assignment of heterogeneous objects, dynamic revenue optimization with heterogeneous objects, revenue maximization in the stochastic and dynamic knapsack model, the interaction between learning

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about demand and dynamic efficiency, and dynamic models with long-lived, strategic agents.

The Art of Pricing

The Art of Finding, Pricing, and Getting Paid for Contract Changes and the Damages They Cause

Why Deflation is the Key to an Abundant Future

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The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the

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most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they don't feel comfortable. While this makes for a sweeter drink, it often lacks the punch to have an

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impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the

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world. Along the way, he has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons about value, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves nothing out of the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn

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more and do more—as a consumer or as a business person. You will never look at pricing the same way again.