Foreword

In business, it is often difficult to understand the issues of strategic and tactical pricing. Pricing is a core function in business management, but it is very difficult to be reduced to a simple tool for business managers to use in their day-to-day operations. Furthermore, from my perspective as a business school dean and business practitioner, it can even be more difficult to implement strategic and pricing plans in today’s ever-changing global economy. However, this book represents a very good tool for business academics, students, and practitioners.

I am pleased that Dr. Rajagopal has written this book, because it is will serve as a practical guide for multinational managers and their companies who are planning and implementing initial pricing strategies, plus those revamping pricing strategies that are not working. Furthermore, it will serve as a resource that is both relevant for academics in the classroom and will provide students with a strong learning base in grounding this critical business function.

In my role as Dean of the School of Business at Lincoln Memorial University in Harrogate, TN, I am constantly seeking business textbooks and resources that are relevant, practical, and will meet the needs of the academic discipline and the business practitioner. This book hits the mark. This book contains useful core topics covering the areas of strategic pricing, price structure and levels, pricing for new products, financial analysis and pricing, implementation of pricing strategy, price performance, value creation, pricing in market uncertainty, and challenges ahead.

This book is a winner and will stand the test of time. I would highly recommend the adoption of this book by academics or business practitioners. It is a necessary addition to the tool bag of aspiring leaders, CEOs, and to academics alike.

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Jack T. McCann, Ph. D. (Capella University), is Dean of the School of Business at Lincoln Memorial University in Harrogate, Tennessee. He has served in various leadership capacities from academics to business for over twenty years. His work experience has been in the areas of academics, entrepreneurship, operations management, and international operations. He has published articles in several journals in the areas of education, ethics, strategy, leadership, and sustainable leadership.