Marketing Decision Making and the Management of Pricing: Successful Business Tools

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The task of pricing a specific product or service is significant in maximizing the profits of business organizations. Therefore, the management of ideal pricing strategy is needed in order for organizations to balance the demand of sales growth versus demand for profits.

Marketing Decision Making and the Management of Pricing: Successful Business Tools provides the latest research studies, market analysis, and best practices utilized in emerging markets to gain competitive advantage and market leadership. This reference source is useful for corporate managers, undergraduate and graduate students, and research scholars intending to increase their knowledge on pricing strategy and profit management. This book is part of the Advances in Marketing, Customer Relationship Management, and E-Services Series.

Topics Covered:
• Business Management
• Financial Analysis
• Marketing Decision Making
• Pricing Policy
• Strategic Pricing
• Value Creation

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