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Autore	Steinhardt Gabriel
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Sommario/riassunto	This book highlights essential concepts, models, and processes that help those responsible for making pricing decisions – whether professionally or privately – to effectively engage in product pricing activities. Novel, straightforward and clearly structured, the Blackblot Market-Value Pricing™ Model (MVP Model), introduced in this book, employs a market-value-centric pricing process that offers step-by-step guidance on the managerial decisions that help determine a product's price. This intentionally succinct, highly readable, and practical book provides practitioners with the knowledge and tools they need in order to approach pricing activities in an organized and efficient manner. .

