

1. Record Nr.	UNINA9910337783303321
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Titolo	Market-Value Pricing : Definitions, Concepts, and Processes for Market-Value Centric Pricing // by Gabriel Steinhardt
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-10734-5
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (60 pages)
Collana	SpringerBriefs in Business, , 2191-5482
Disciplina	658.8 658.816
Soggetti	Marketing Business enterprises—Finance Management Industrial management Project management Business Finance Innovation/Technology Management Project Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Pricing Fundamentals -- Value Concept -- Pricing Influencers -- MVP Model -- Blackblot Market-Value Pricing™ Model Glossary -- Blackblot Market-Value Pricing™ (MVP) Model. .
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. .

