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Titolo	Beating Inflation : An Agile, Concrete and Effective Corporate Guide / / by Hermann Simon, Adam Echter
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Comeback of the Inflation Specter -- Victims and Profiteers of Inflation -- Getting Ahead of Inflation -- Understand Profit Mechanics -- Optimize Prices in Line with Inflation -- Control Value-to-customer -- Lead in Competition -- Strengthen Pricing Power -- Exploit Digital Opportunities -- Apply Smart Pricing Tactics -- Introduce Innovative Pricing Systems -- Toughen the Sales Force -- Prioritize Finance -- Reduce Costs -- What to Do - Conclusion. .
Sommario/riassunto	Is unabated inflation the new normal? Inflation is back and here to stay. For companies, this means that the world in which they do business has fundamentally changed. This book examines inflation from multiple perspectives and offers actions and strategies for companies to cope with and manage it to ensure their survival. For businesses and consumers, it is not a question of eliminating inflation, but how to cope with it in order to suffer as little damage as possible. This includes not just price management, but also sales, finance, purchasing, cost

management along with digitalization and innovation activities in equal measure. It also requires corporate cultural change, which if managed fast and successfully, the prospects of defeating inflation and thus ensuring the survival of the company are good.
