

1. Record Nr.	UNINA9910760291003321
Autore	Reinecke Sven
Titolo	Active price management : be a price maker, not a price taker / / Sven Reinecke ; Laura Johanna Noll
Pubbl/distr/stampa	Cham : , : Springer International Publishing AG, , 2023 ©2023
ISBN	3-031-42049-7 9783031420498
Edizione	[1st ed.]
Descrizione fisica	1 online resource (98 pages)
Collana	Business guides on the go, , 2731-4766
Soggetti	Pricing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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Sommario/riassunto

This book demonstrates how to transform pricing, often considered the neglected aspect of marketing, into the most influential marketing tool that positively impacts the company's profits in a sustainable manner. Ultimately, every aspect of marketing is reflected in the price, as it represents the customer's value exchange for the other three value-creating marketing instruments: the product (functional value), communication (emotional value), and distribution (availability). The authors present the essential framework conditions and fundamental principles of active price management. They specifically emphasize those aspects that have proven particularly relevant to business practice through the Executive Education program at the University of St. Gallen (HSG).
