

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910760291003321 |
| Autore | Reinecke Sven |
| Titolo | Active Price Management : Be a Price Maker, Not a Price Taker! // by Sven Reinecke, Laura Johanna Noll |
| Pubbl/distr/stampa | Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023 |
| ISBN | 9783031420498 3031420497 |
| Edizione | [1st ed. 2023.] |
| Descrizione fisica | 1 online resource (98 pages) |
| Collana | Business Guides on the Go, , 2731-4766 |
| Disciplina | 658.816 |
| Soggetti | Marketing Consumer behavior Microeconomics Consumer Behavior |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Active Price Management: Fundamentals and Challenges -- Conditions of Price Management -- Goals of Price Management -- Price Management Strategies -- Price Management for Innovations -- Auctions -- Price Management for Business-to-Business Services -- Conclusion. |
| 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). |