

1. Record Nr.	UNINA9910796259803321
Autore	Diderot Denis <1713-1784, >
Titolo	Experiences interessantes // Denis Diderot
Pubbl/distr/stampa	[Place of publication not identified] : , : Ligarán, , [2015] ©2015
ISBN	2-335-01480-3
Descrizione fisica	1 online resource (15 p.)
Disciplina	793.8
Soggetti	Scientific recreations
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Couverture; Page de Copyright; Page de titre; Experiences interessantes
Sommario/riassunto	Extrait : ""M. D'Arcet, possesseur d'un fourneau de porcelaine, s'est occupe des memes recherches, mais avec une vue plus generale ; son but a ete de classer les pierres par leur plus ou moins de resistance a l'action du feu.""

2. 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).