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Autore	Holden Reed K
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Nota di contenuto	PRICING WITH CONFIDENCE: 10 WAYS TO STOP LEAVING MONEY ON THE TABLE; CONTENTS; ACKNOWLEDGMENTS; INTRODUCTION: WHY PRICING IS SO HARD AND WHY MOST COMPANIES MESS IT UP; Rule One: Replace the Discounting Habit with a Little Arrogance; Rule Two: Understand the Value You Offer to Your Customer; Rule Three: Apply One of Three Simple Pricing Strategies; Rule Four: Play Better Poker with Customers; Rule Five: Price to Increase Profits; Rule Six: Add New Products and Services that Give You Negotiating Flexibility and Growth; Rule Seven: Force Your Competitor to React to Your Pricing Rule Eight: Build Your Selling BackboneRule Nine: Take Simple Steps to Move from Cost-Plus to Value-Based Pricing; Rule Ten: Price with Confidence: Remember Who You Are; INDEX
Sommario/riassunto	Bad pricing is a great way to destroy your company's value, revenue, and profits. With ten simple rules, this book shows you how to deliver

both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.
