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Nota di contenuto	Why is movie theater popcorn so expensive? -- Why are we in business? -- Mind over matter -- The old business equation -- The new business equation -- Ninety-nine-cent pricing, engagement rings, and the assumption of rationality -- The invisible hand : no one person knows how to make a pencil -- A tale of two theories -- Cost-plus pricing's epitaph -- The wrong mistakes -- Price-led costing replaces cost accounting -- What and how people buy -- The value proposition -- The consumer surplus and price discrimination -- Customer segmentation strategies -- Price discrimination in practice -- There is no such thing as a commodity -- Baker's law : bad customers drive out good customers -- Ethics, fairness, and pricing -- Antitrust law -- Who is in charge of value? -- Pricing on purpose : getting paid for the value your company creates.
Sommario/riassunto	-Reed Holden, founder, Holden Advisors Corp., www.holdenadvisors.com coauthor, The Strategy and Tactics of Pricing: A Guide to Profitable

Decision Making, Third Edition""With Pricing on Purpose, Ron Baker had made an enormous contribution to the better understanding of pricing that will be accessible to anyone who wants to learn. People are intrigued by instances of what they see as idiosyncratic pricing. Sometimes it is idiosyncratic, but oft-times it is fiendishly clever and well researched. So is this book. There are examples that at first sight seem to have nothing to do wit
