

Pricing And Profitability Management A Practical Guide For Business Leaders

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Such an approach to pricing—transaction pricing, one of the three levels of price management (see sidebar "Pricing at three levels")—was first described ten years ago. 1 See Michael V. Marn and Robert L. Rosiello, 'Managing price, gaining profit,' Harvard Business Review , September-October 1992, pp. 84-93.

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Pricing and Profitability Management guides readers through the elements of an effective pricing transformation and concludes with a case study demonstrating how a holistic approach can bring bigger and more sustainable benefits. Here's a closer look at the book, as well as an excerpt from the first chapter

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