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Innovation in Pricing Strategy illustrates how companies implement innovative pricing strategies, such as customer value-based pricing. Innovation in Pricing Tactics deals with innovative tools to measure and increase customer willingness to pay and to communicate value to B2B and B2C customers.

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Pricing has a substantial and immediate impact on profitability. Most companies, however, still use costs or competition as their main basis for setting prices. Product or business model innovation has a high priority for many companies, yet innovation in pricing received scant attention until the first edition of this groundbreaking book.

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INTRODUCTION TO THE PRICING STRATEGY AND PRACTICE

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Innovation in Pricing: Contemporary Theories and Best ...

Innovation in Pricing - Contemporary Theories and Best Practices Details 01 November 2012 Written by Andreas Hinterhuber, Stephan Liozu Routledge.

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Innovation In Pricing Contemporary Theories

'From historical perspectives to the latest strategies, innovations, metrics, and research, Innovation in Pricing - Contemporary Theories and Best Practices covers a wide range of important pricing topics from leaders in industry, academia, and expert content providers. It is this breadth in both subject matter and varied viewpoints that make this book a unique, valued resource for those who wish to drive results for their companies.'

Innovation in Pricing: Contemporary Theories and Best ...

Most companies, however, still use costs or competition as a main basis for setting prices. Product or business model innovation has a high priority for many companies whereas innovation in pricing has received scant attention. This book examines how innovation in pricing can drive profits.

Innovation in Pricing: Contemporary Theories and Best ...

The editors define 'innovation in pricing' as 'instances in which companies innovate their pricing strategies, tactics, or organisation, or where companies use an understanding of consumer psychology to change customer perceptions of value and price'.

Innovation in Pricing: Hinterhuber, Andreas, Liozu ...

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Innovation Theory: A review of the literature

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perspective emphasises the importance of changes in relative prices in driving the direction of technical change. These approaches are associated with several concepts that are fundamental to contemporary innovation theory. The evolutionary model includes the concept of

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