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Written in the style of the landmark book Confessions of an Advertising Man, and borrowing a part of that book's title, this is a well-done yet straightforward accounting of pricing strategy and revenue management. What we know as business managers or business owners is intrinsically true: pricing exerts the strongest force on profitability.

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Confessions of the Pricing Man: How Price Affects Everything by Hermann Simon. Paperback | Barnes & Noble®. The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company. Our Stores Are OpenBook AnnexMembershipEducatorsGift CardsStores & EventsHelp.

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Book Summary: Confessions of the Pricing Man by Hermann Simon

Confessions of the Pricing Man: How Price Affects Everything by Hermann Simon. The world's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or ...

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Confessions of the Pricing Man Hermann Simon, 2016, 221 pgs Chapter 1 tells us about how Hermann Simon was initiated into the world of pricing. Chapters 2-4 offer a bird's eye view of pricing including how pricing is central to the economy, the psychology of pricing, and how pricing and strategy are interlinked.

Confessions of the Pricing Man - Summary

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A world-renowned speaker on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong journey has taken him from rural farmers' markets, to a distinguished academic career, to a long second career as an entrepreneur and management consultant to companies large and small throughout the world.

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"Confessions of the Pricing Man" by Hermann Simon has truly given me a unique perspective on pricing as a marketing strategy for small businesses.

Book Review: Confessions of the Pricing Man

Hermann Simon is 'The Pricing Man' and a giant within our discipline. With more than 40 years of experience in pricing research and practice with companies across the globe and across all major industries, he possesses the know-how to help organizations large, medium-sized, and small to improve their pricing acumen.

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