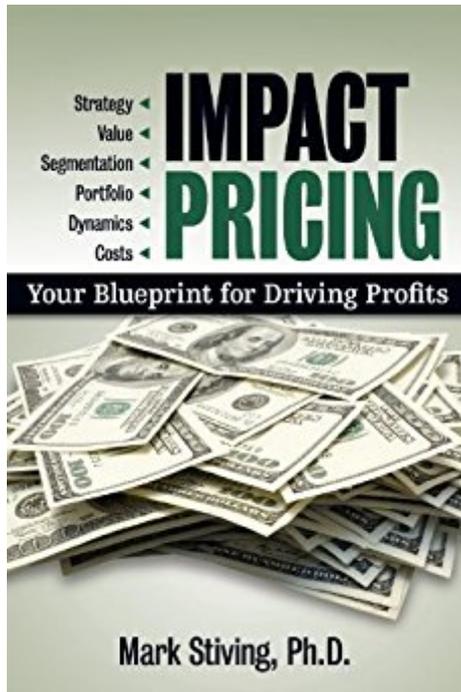


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# Impact Pricing: Your Blueprint For Driving Profits



## Synopsis

AM I PRICING RIGHT? Every business owner is haunted by this fundamental question. Expert pricing strategist Mark Stiving draws upon more than 15 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price is its most powerful marketing tool you have; and the least understood. Zeroing in on the areas where your efforts will generate the greatest impact, Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans. Be empowered to strengthen your pricing structure to withstand any conditions, dramatically elevating your company performance, position, and profits for long-term success. Learn how to: Set prices that drive your market position Correctly use costs to make profitable pricing decisions Implement value-based pricing to charge what customers are willing to pay Use price segmentation to leverage value and capture new business Cash-in on complementary products and product versions with portfolio pricing Prepare for changing conditions pricing strategically now Following in the footsteps of sited examples including Apple, BMW, McDonalds, Mercedes, and other market leaders, learn how to create a powerful price strategy that does more than cover costs.

## Book Information

File Size: 648 KB

Print Length: 220 pages

Publisher: Entrepreneur Press; 1 edition (September 2, 2011)

Publication Date: September 2, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B005DIBA4O

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #152,108 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #14

in Books > Business & Money > Management & Leadership > Pricing #37 in Kindle Store >

Kindle eBooks > Business & Money > Economics > Money & Monetary Policy #76 in Kindle Store

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## Customer Reviews

I've read 4 pricing books in the past year and Impact Pricing was the best. It is well structured and has lots of great examples. It was a page turner (as much as any pricing book could be a page turner). Dr. Stivings' thoughts on aligning pricing strategy with corporate strategy is brilliant. It's hard to believe anyone could price anything without that piece of advice. The "Will I" vs. "Which One" decision is obvious after you hear it. The interesting part is that only one has price elasticity. The relationship between pricing and fixed & variable costs is also a "must know" one. All-in-all, a great book on pricing.

Pricing is both an Art and a Science. Mark Stiving's excellent book and his blog at [pragmaticpricing.com](http://pragmaticpricing.com) provide a highly readable and insightful perspective on pricing as a tool for growing your business. Rather than recommending a single approach, he provides a well structured view of the problem and opportunity and coaches you to think about your business, your customers and your best pricing model. Given the potential complexity of the subject, it's surprisingly enjoyable to read and understand. My challenge is to liberally apply the lessons in an industry where cost-plus is the norm and Mark is right.

For years, I had been doing what this book described, only without the knowledge of the processes discussed in the book and in a somewhat disorderly manner. Truth be known, it was weaker than disorderly at times. I'm now ready and equipped to meet any pricing challenge. If you run a small business like I do, then you need this book.

If you really want to be successful in business you have to know how to sell your product or service at the right price in order to do more profits for your business, not hurting your customer's wallets and do not let go profits that you could not imagine you can get them as bonus, most people use the most used system of "cost-plus" in order to get their profits but it is not the right way to do it if you really want to make more money at the right price..... Excellent book.....

This is a very practical book on pricing. It starts by asking some basic questions about a business: what is price, what is the product you are pricing, and what is value. Sounds simple, but it serves as a reminder that pricing isn't as easy and simple as it looks on the surface. The book

transitions into how customers behave when confronted with a price, how to create a value based pricing strategy, and how to perform price segmentation. The book delves into common pricing schemes and traditional pricing strategies. Overall, a worthwhile read. The book includes quite a few interesting examples of pricing.

Being both a business-owner and a writer of a book which covers pricing (Recession Storming) I found Mark's book both useful as a primer for other business-owners and useful for myself. There are quite a few pricing books out there but this has four advantages: it does not sink into academic phrases but uses language a business-owner can understand, it explains the overwhelming importance of value (=benefits less negative features versus competition) in setting prices, it emphasizes the critical nature of pricing to capture the value of the product-offering from the customer, and gives some useful new ways of looking at pricing that you can use tomorrow. By exaggerating slightly by saying that "costs are irrelevant in setting prices" (I forget the exact phrase), Mark aims to impress on the reader that value, differentiation, competition, and the presence of substitutes set the price that can be charged. Cost-plus pricing is no way to set up pricing. If the market will only bear prices below your cost level then you need to exit the business, cut costs, or sell to niches. This is a book that needed to be written. I have recommended it to several of my business associates and recommend it to you. I think it very unlikely that you cannot find at least one useful idea in the book which would more than recoup your investment.

I was really surprised by this book! As a career marketer, I avoided pricing as the realm of MBAs and CFOs, but this book was not only easy to read, but it had an incredible number of totally relevant and timely examples. As an added bonus, flashing the cover around makes me look like a big brain in the office ;-)

A comprehensive overview of product and service pricing strategies, written in an engaging and persuasive style. Dr. Stiving knows his stuff, and knows how to communicate it. I read the book twice, and may read it again! The knowledge and wisdom he shares was immediately and practically helpful to me as I worked through a very sensitive pricing exercise for a new product in a new market. Highly recommended.

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