

**Pricing And Profitability Management: A Practical
Guide For Business Leaders By Julie Meehan, Mike
Simonetto**

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AUTHOR(S)= Meehan, Julie M. \ ; YEAR=2011; PUBLISHER=John Wiley & Sons (Asia), Singapore,
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the management of the product, costs and the setting of the price need to be and the company's profitability (Hub Pages, 2013). behaviour as well as its peripheral communiqué to the market for all pricing-related activities (Meehan et al.,

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Chapter 1 Introduction to Pricing and Profitability Management The moment you and Profitability Management: A Practical Guide for Business Leaders [Book]

How to get your pricing strategy right and increase business

Value has to be the primary driver in setting a pricing strategy. He sets out below the key components to increased business profitability. Managing Partners Programme · Developing Leadership in Practice (DLiP™) . Value-based pricing should guide pricing decisions for apparent commodity products as well.

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