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The most neglected element of the marketing mix can have an unrivalled impact on the bottom line. Smarter Pricinghelps managers make more intelligent pricing decisions, implement pricing strategies and structures more effectively in the market and capture more value for their business. At no time has effective pricing been more significant. Buyers are getting stronger, markets more transparent, and manufacturers in new powerhouses such as China, are becoming more and more competitive. Recent McKinsey survey of 2500 companies calculated that a 1% increase in price improves operating profit by 11.1%. Smarter Pricing is a good, hands-on book on pricing for practising managers, providing a developed mix of techniques through international examples from a range of sectors that bring pricing theory into a real-world context. Smarter Pricing joins the developing suite of FTPH books offering executives focused and practical advice on decisive business challenges. Smarter Pricingis a fast and focused companion to practical price management, for executives and marketers in every sector.

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Praise for IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "I've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Timel Brilliant." —Paul Dunn Chairman, B1G18 www.b1g1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young® www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

The abridged, updated edition of international bestseller BUSINESS: The Ultimate Resource. This essential guide to the world of work and careers is crammed with top-quality content from the world's leading business writers and practitioners. Now in a handy paperback format, it is ideal for time-pressed managers, small business owners and students alike. A free eBook will be available for purchasers of the print edition. This book includes: Actionlists: more than 200 practical solutions to everyday business and career challenges, from revitalising your CV to managing during difficult times. Management library: time-saving digests of more than 70 of the best and most influential business books of all time, from The Art of War to The Tipping Point. We've read them so you don't have to. Best Practice articles: a selection of essays from top business thinkers. Business Dictionary: jargon-free definitions of thousands of business terms and concepts. Gurus: explanations of the lives, careers, and key theories of the world's leading business thinkers

Marketing is shrouded in arcane mystery and buzzwords. It frightens many and bewilders others. Yet every business, from the hand-car-wash by the side of the road, to the world's most famous brands, engage in marketing every single day. This is an essential, reliable, speedy and up to date guide to the most robust and important concepts in marketing. This book shows you how to understand and do marketing without having to study a degree or a diploma in it. Along the way it shows you what has been learned about marketing over the centuries, what experts can teach us that we can use ourselves, how marketing has changed in our new 'digital' world, and how to avoid classic mistakes. In short, this is all you need to know about marketing. Introduction - Marketing: the world's second oldest business activity Chapter 1 - The Product. Chapter 2 - The Marketing Strategy and the Marketing Plan Chapter 3 - Your Customers. Chapter 4 - Pricing and Promoton Chapter 5 - Placement or Distribution. Chapter 6 - Customer Engagement Chapter 7 - Branding Chapter 8 - Social Media and Digital Marketing

'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?; How should we set our prices?; What is the most effective way to get our message across about the new product range?; Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: - deals with contemporary issues in fashion marketing - up-to-date examples of global good practice - exclusively about fashion marketing - a unique contribution on range planning with a practical blend of sound design sense and commercial realism - a balance of theory and practice, with examples to illustrate key concepts - clear worked numerical examples to ensure that the ideas are easily understood and retained - over 50 diagrams - a glossary of the main fashion marketing terms and a guide to further reading - a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See www.blackwellpublishing.com/eassey for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

It's an exciting time to be in marketing, with an array of equalizing platforms from the Internet to social media to content marketing, that have reset the playing field for businesses large and small. Yet, it's also a challenging time, with much work to do and an ever-changing array of platforms, features, and networks to master—all on tighter budgets than ever before. Don't get discouraged, get scrappy!Weaving hacks, tips, idea starters, and more, chief brand strategist Nick Westergaard has provided in Get Scrappy a plan of attack for businesses of any size to• Demystify digital marketing in a way that makes sense for your business• Do more with less• Build a strong brand with something to say• Create relevant and engaging content for your social media platforms• Spark dialogue with your community of customers• Measure what matters• And moreThe result will be a reliable, repeatable system for building your brand, creating engaging content, and growing your community of customers. Don't wait for marketing to reinvent itself. Instead, proactively reinvent your company's marketing to maximize its reach!

The key to good and efficient writing lies in the intelligent organisation of ideas and notes. This book helps students, academics and nonfiction writers to get more done, write intelligent texts and learn for the long run. It teaches you how to take smart notes and ensure they bring you and your projects forward. The Take Smart Notes principle is based on established psychological insight and draws from a tried and tested note-taking-technique. This is the first comprehensive guide and description of this system in English, and not only does it explain how it works, but also why. It suits students and academics in the social sciences and humanities, nonfiction writers and others who are in the business of reading, thinking and writing. Instead of wasting your time searching for notes, quotes or references, you can focus on what really counts: thinking, understanding and developing new ideas in writing. It does not matter if you prefer taking notes with pen and paper or on a computer, be it Windows, Mac or Linux. And you can start right away.

"We live in a time where it has never been more important to be knowledgeable about a host of social issues, and to be confident and appropriate in how to talk about them. What's the best way to ask someone what their pronouns are? How do you talk about racism with someone who doesn't seem to get it? What is intersectionality, and why do you need to understand it? While it can seem intimidating or overwhelming to learn and talk about such issues, it's never been easier thanks to [the author]. Accessible to learners of all levels—from those just getting started on the journey to those already versed in social justice—[this book] covers a range of topics, including race, gender, class, disability, relationships, family, power dynamics, oppression, and beyond. This essential guide is a radical but warm and non-judgmental call to arms, structured in such a way that you can read it cover to cover or start with any topic you want to learn more about."--Provided by publisher.