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Pricing on Purpose: Creating and Capturing Value (Hardback)

By Ronald J. Baker

John Wiley and Sons Ltd, United States, 2007. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. With Pricing on Purpose , Ron Baker had made an enormous contribution to the better understanding of pricing that will be accessible to anyone who wants to learn. People are intrigued by instances of what they see as idiosyncratic pricing. Sometimes it is idiosyncratic, but oft-times it is fiendishly clever and well researched. So is this book. There are examples that at first sight seem to have nothing to do with the subject at hand, but the learning points are all made and explained in any number of interesting and memorable ways. Pricing on Purpose is a welcome and valuable addition to the learning on pricing and I recommend it to professional pricers, marketers, and anyone interested in capturing the value their business creates - Eric G. Mitchell, President, Professional Pricing Society. Ron Baker is what I d call a thought giant . In his first two books he literally began a revolution in the accounting and legal professions. Thousands of professionals in public practice now lead far better, more rewarding lives thanks to him. Now he s...



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Reviews

Basically no words and phrases to describe. It is really simplified but unexpected situations in the fifty percent of your book. I am delighted to let you know that here is the very best publication i have got go through within my very own lifestyle and might be he greatest publication for actually.

-- **Watson Kohler**

It in just one of my personal favorite publication. It is among the most awesome publication i have read. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Delia Rutherford**