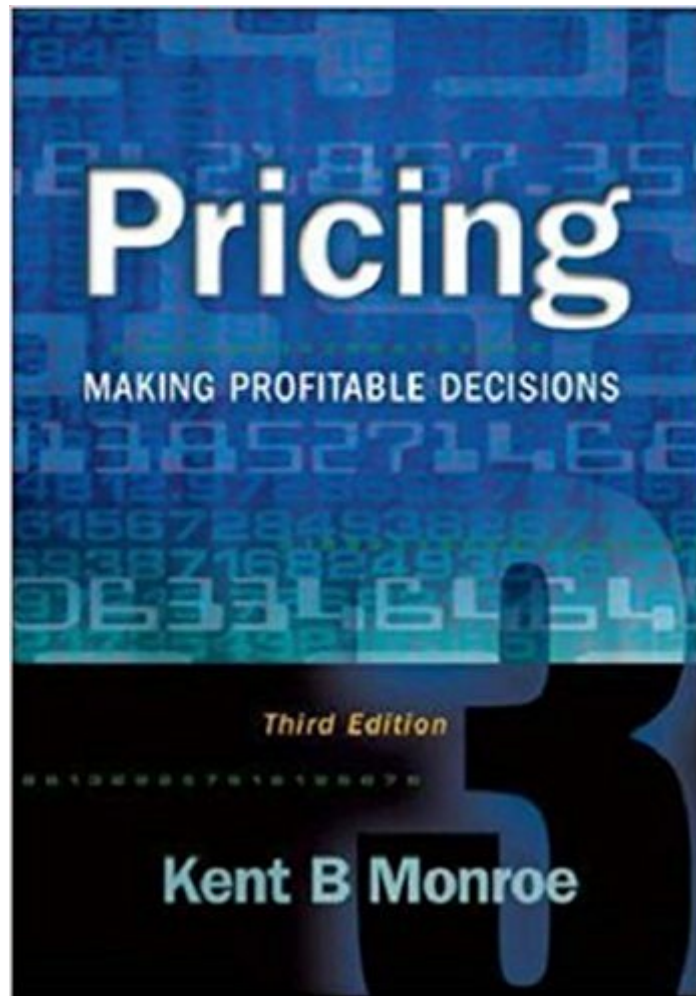




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Pricing: Making Profitable Decisions



Synopsis

Pricing, 3/e, synthesizes economic and marketing principles with accounting and financial information to provide a basis for analyzing pricing alternatives within legal and corporate constraints. This revision of this classic text brings readers an understandable writing style, a more complete discussion of the quantitative issues, and a greater number of clear-cut examples. The material on the economics of pricing now reflects recent research in pricing by applied economists and marketing researchers trained in economics.

Book Information

Series: McGraw-Hill/Irwin Series in Marketing

Hardcover: 688 pages

Publisher: McGraw-Hill/Irwin; 3 edition (September 18, 2002)

Language: English

ISBN-10: 0072528818

ISBN-13: 978-0072528817

Product Dimensions: 6.4 x 1.3 x 9.4 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 3.7 out of 5 stars 3 customer reviews

Best Sellers Rank: #1,474,659 in Books (See Top 100 in Books) #91 in [Books > Business & Money > Management & Leadership > Pricing](#) #753 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#) #1412 in [Books > Business & Money > Economics > Microeconomics](#)

Customer Reviews

Kent Monroe is a professor at the University of Illinois.

International Books sent me a "1979" version of book "Pricing" by Monroe. The book I viewed and purchased via did not look like the copy I received which was a hardcover green book 1979 edition. This should never happened and I expect a full refund from and/or International books.

This is a great book for anyone interested really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure.
Romeo Richards
How To Market And Manage A Professional Firm

It is a good one, it goes in deep in all areas about pricing, analyses microeconomy theory about pricing, customer behavior, cost structure, competence signaling, price wars, etc. is a must if you want to learn about pricing.

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