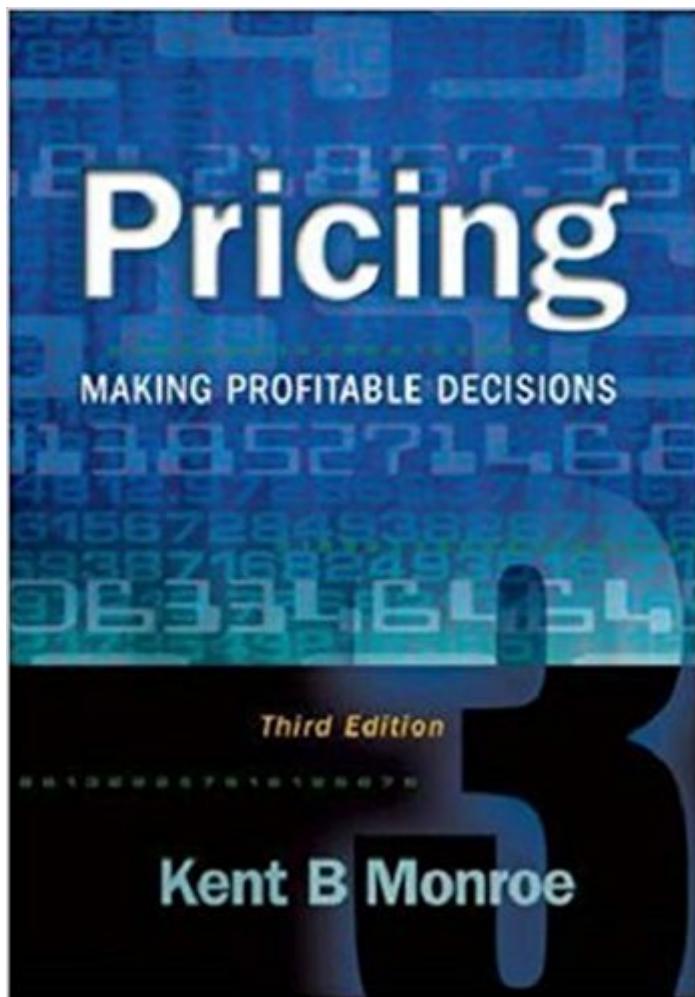


The book was found

# 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 go in deep in all areas about pricing, analise microeconomy theory about pricing, customer behavior, cost structure, competence signalig, price wars,etc. is a must if you want to learn about pricing.

[Download to continue reading...](#)

Pricing: Making Profitable Decisions (Mcgraw Hill Series in Marketing) Pricing: Making Profitable Decisions Soap Making: 365 Days of Soap Making: 365 Soap Making Recipes for 365 Days (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, ... Making, Soap Making Supplies, Crafting) Soap Making: 365 Days of Soap Making (Soap Making, Soap Making Books, Soap Making for Beginners, Soap Making Guide, Soap Making Recipes, Soap Making Supplies): Soap Making Recipes for 365 Days Decisions at Second Manassas: The Fourteen Critical Decisions That Defined the Battle (Command Decisions in America's Civil War) The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making Strategy and Tactics of Pricing: A Guide to Profitable Decision Making (College Version) (2nd Edition) The Ultimate Soap Making Guide: Unique Soap Making Recipes & Complete Soap Making Guide for Beginners (Soap Making at Home, Soapmaking Guide, Soap Making Recipes, Soap Making Book) Setting Profitable Prices, + Website: A Step-by-Step Guide to Pricing Strategy--Without Hiring a Consultant The Basic Guide to Pricing Your Craftwork: With Profitable Strategies for Recordkeeping, Cutting Material Costs, Time & Workplace Management, Plus Tax Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitabilit (paperback) The Future of Pricing: How Airline Ticket Pricing Has Inspired a Revolution Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability Modern Portfolio Theory, the Capital Asset Pricing Model, and Arbitrage Pricing Theory: A User's Guide Practical Pricing: Translating Pricing Theory into Sustainable Profit Improvement Soy & Beeswax Candle Making Handbook: How to Start a Homebased Profitable Candle Making Business Difficult Decisions in Colorectal Surgery (Difficult Decisions in Surgery: An Evidence-Based Approach) Difficult Decisions in Vascular Surgery: An Evidence-Based Approach (Difficult Decisions in Surgery: An Evidence-Based Approach) eBay: Step-By-Step Guide To Making Money and Building a Profitable Business on Ebay (Ebay, Private Label)

[Contact Us](#)

[DMCA](#)

Privacy

FAQ & Help