



Contextual Pricing: The Death of List Price and the New Market Reality (Business Books)

By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

[Download now](#)

[Read Online](#) 

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS

“*Contextual Pricing* delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company’s products and services.”

Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company

“To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues.”

Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company

About the Book:

A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in “value.”

Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy.

This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, P&L manager marketing director, sales manager, or entrepreneur, *Contextual Pricing* shows you how to:

- Understand how your customer will make buying decisions and the role of pricing in those decisions
- Establish better, more intuitive prices using context
- Develop contextual pricing strategies that defeat competitor pricing?how contextual pricing can be the antidote to destructive price wars
- Harmonize your pricing with branding, product development and channel strategies
- Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell “hooks” and more

Through its illuminating case-by-case studies, *Contextual Pricing* delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces?and beat the competition through superior tactics, not through lower margins.

When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

 [Download Contextual Pricing: The Death of List Price and t ...pdf](#)

 [Read Online Contextual Pricing: The Death of List Price and ...pdf](#)

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books)

By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS

“*Contextual Pricing* delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company’s products and services.”

?Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company

“To effectively price, managers must understand market context?the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues.”

?Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company

About the Book:

A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in “value.”

Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer?if context is strategically managed. This fact is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price. The use of context is changing the way companies price and sell in the new global economy.

This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you’re a CEO, P&L manager marketing director, sales manager, or entrepreneur, *Contextual Pricing* shows you how to:

- Understand how your customer will make buying decisions and the role of pricing in those decisions
- Establish better, more intuitive prices using context
- Develop contextual pricing strategies that defeat competitor pricing?how contextual pricing can be the antidote to destructive price wars
- Harmonize your pricing with branding, product development and channel strategies
- Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell “hooks” and more

Through its illuminating case-by-case studies, *Contextual Pricing* delivers a wide range of pricing techniques

and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces?and beat the competition through superior tactics, not through lower margins.

When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen Bibliography

- Rank: #1183473 in Books
- Brand: Docters Robert
- Published on: 2011-11-09
- Original language: English
- Number of items: 1
- Dimensions: 9.40" h x .84" w x 6.40" l, 1.18 pounds
- Binding: Hardcover
- 256 pages

 [Download Contextual Pricing: The Death of List Price and t ...pdf](#)

 [Read Online Contextual Pricing: The Death of List Price and ...pdf](#)

Download and Read Free Online Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

Editorial Review

About the Author

Robert Docters is the managing partner for Abbey Road, LLC, a consulting firm specializing in pricing strategy. He previously served as a senior vice president of strategy and pricing at LexisNexis, and before that was an SVP at Ernst & Young.

John Hanson is a partner at Accenture, where he leads the North American Pricing and Profit Optimization strategy practice.

Cecilia Nguyen is a senior manager with Accenture's Pricing and Profit Optimization strategy practice.

Michael Barzelay holds the London School of Economics' first professorial chair in public management. He codirects the Department of Management's new MsC Public Management and Governance, and serves as the founding executive director of the Center for Transformation and Strategic Initiatives, a Washington, D.C.-based nonprofit.

Users Review

From reader reviews:

Hayden Roberts:

In this 21st hundred years, people become competitive in each and every way. By being competitive right now, people have do something to make them survives, being in the middle of often the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated it for a while is reading. Yes, by reading a book your ability to survive enhance then having chance to stand up than other is high. In your case who want to start reading any book, we give you this Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) book as starter and daily reading e-book. Why, because this book is usually more than just a book.

Elton Williams:

As people who live in typically the modest era should be change about what going on or info even knowledge to make them keep up with the era that is certainly always change and move ahead. Some of you maybe can update themselves by examining books. It is a good choice for yourself but the problems coming to a person is you don't know what type you should start with. This Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) is our recommendation to help you keep up with the world. Why, as this book serves what you want and want in this era.

Kathy Lloyd:

Now a day people who Living in the era just where everything reachable by talk with the internet and the resources inside can be true or not need people to be aware of each details they get. How a lot more to be

smart in having any information nowadays? Of course the answer is reading a book. Reading through a book can help individuals out of this uncertainty Information mainly this Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) book as this book offers you rich facts and knowledge. Of course the knowledge in this book hundred per-cent guarantees there is no doubt in it everybody knows.

Cheryl Bullen:

Your reading 6th sense will not betray an individual, why because this Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) e-book written by well-known writer who really knows well how to make book which might be understand by anyone who have read the book. Written within good manner for you, leaking every ideas and composing skill only for eliminate your personal hunger then you still question Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) as good book but not only by the cover but also by content. This is one guide that can break don't determine book by its include, so do you still needing one more sixth sense to pick this!? Oh come on your reading through sixth sense already said so why you have to listening to an additional sixth sense.

Download and Read Online Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen

#SUZYT31XWQD

Read Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen for online ebook

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen books to read online.

Online Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen ebook PDF download

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen Doc

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen MobiPocket

Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen EPub

SUZYT31XWQD: Contextual Pricing: The Death of List Price and the New Market Reality (Business Books) By Robert G. Docters, Michael Barzelay, John G. Hanson, Cecilia Nguyen