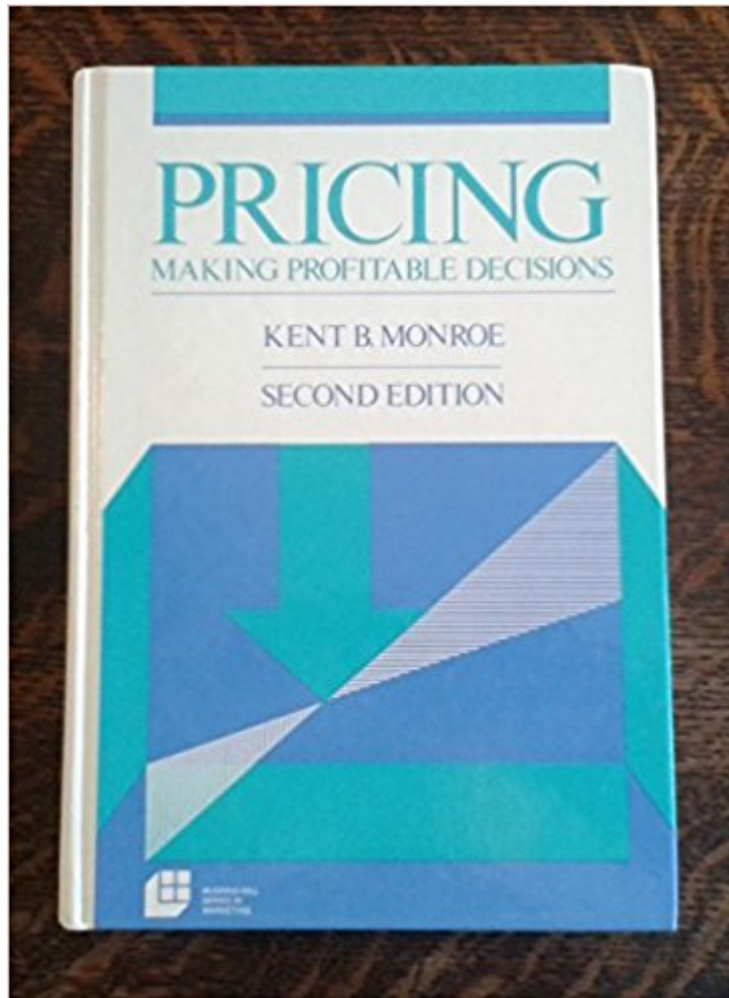




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# Pricing: Making Profitable Decisions (Mcgraw Hill Series In Marketing)



## Synopsis

By combining economic and marketing principles with accountancy and finance information this major new book provides everything you need to know about pricing. Including: quantity discounts, cash discounts, price deals, legal implications of discounting, as well as important new developments such as price bundling, service pricing, pricing research methods, value analysis and provides alternatives for pricing within legal and corporate constraints

## Book Information

Series: Mcgraw Hill Series in Marketing

Hardcover: 528 pages

Publisher: Mcgraw-Hill College; 2 Sub edition (April 1990)

Language: English

ISBN-10: 0070427828

ISBN-13: 978-0070427822

Product Dimensions: 1 x 6.5 x 9.5 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

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

Best Sellers Rank: #217,016 in Books (See Top 100 in Books) #12 in [Books > Business & Money > Management & Leadership > Pricing](#) #59 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #214 in [Books > Textbooks > Business & Finance > Economics > Microeconomics](#)

## Customer Reviews

Kent Monroe is a professor at the University of Illinois. --This text refers to an out of print or unavailable edition of this title.

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, analyse 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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