



# Pricing: The Third Business Skill: Principles of Price Management

*Ernst-Jan Bouter*

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# Pricing: The Third Business Skill: Principles of Price Management

*Ernst-Jan Bouter*

## **Pricing: The Third Business Skill: Principles of Price Management** Ernst-Jan Bouter

Pricing: The Third Business Skill shows you in a clear and concise manner how to set optimum selling prices for your company and setup a high quality pricing function, using accessible models and examples. Discover how Google, LinkedIn, Apple, BMW, Gillette and other successful companies achieve high profits by deploying optimized pricing strategies. Read about General Electric's CEO when he considers GE's shortcomings in pricing. After reading this book, the pricing function will no longer hold any secrets for you, empowering you to get started on structurally improving your margins right away!

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