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PRICING AND PROFITABILITY MANAGEMENT: A PRACTICAL GUIDE FOR BUSINESS LEADERS



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Pricing and Profitability Management: A Practical Guide for Business Leaders, Mike Simonetto, Julie Meehan, Larry Montan, Chris Goodin, A comprehensive reference for any professional to understand the capabilities and competencies required for effective Pricing and Profitability Management. It describes each of the six competencies (Pricing Strategy, Price Execution, Advanced Analytics and Optimization, Organizational Alignment and Governance, Pricing Technology and Data Management, and Tax and Regulatory Effectiveness) in detail, and...

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