
Smart Pricing How Google Priceline And Leading Businesses Use Pricing Innovation For Profitability

Smart Pricing How Google Priceline And Leading Businesses Use Pricing Innovation For Profitability **FREE** smart pricing how google priceline and leading businesses use pricing innovation for profitability In Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability, Wharton professors and renowned pricing experts Jagmohan Raju and Z. John Zhang draw on examples from high tech to low tech, from consumer markets to business markets, and from U.S. to abroad, to tell the stories of how innovative pricing strategies can help companies create and capture value as well as customers. They teach the pricing principles behind those innovative ideas and practices.

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