

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

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Smart Pricing eBook by Jagmohan Raju - 9780137071883 ...

Smart pricing; how Google, Priceline, and leading businesses use pricing innovation for profitability. Raju, Jagmohan and Z. John Zhang. Wharton School Publishing 2010 212 pages \$34.99 Hardcover HF5416 In theory, prices are set by "the invisible hand" of the market.

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Introduction to Smart Pricing: How Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitability By Jagmohan Raju and Z. John Zhang Mar 11, 2010

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They teach the pricing principles behind those innovative ideas and practices. Smart Pricing introduces to marketing and product executives, along with corporate strategists, many innovative approaches to pricing, as well as the research and insights that went into their creation. Filled with illustrative examples from the business world, readers will discover restaurants where customers set the price...learn how Google and other high-tech firms have used pricing to remake whole industries ...

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