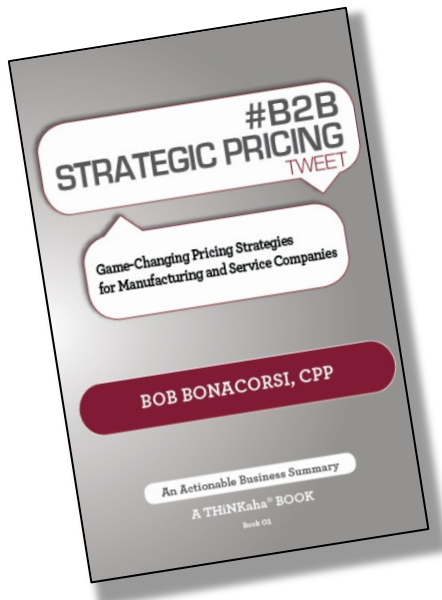


Game-Changing Pricing Strategies for Manufacturing and Service Companies



#B2B STRATEGIC PRICING tweet Book01: Game-Changing Pricing Strategies for Manufacturing and Service Companies aims to provide readers with the understanding of effective strategic pricing. This book, written by strategic pricing specialist and ProfitSmart Solutions LLC founder Bob Bonacorsi, was designed to deliver practical yet comprehensive insights into the why, how, and who of successful implementation and integration of the strategic pricing process into any business.



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In this book, readers will discover why pricing is the most important profit driver and how strategic pricing is absolutely critical in optimizing prices. The book outlines the various basic steps on implementing and integrating strategic pricing into any business and how exactly the strategic pricing process can increase their customers' satisfaction.

This book was written as a concise and easy-to-read marketing book that breaks down the complex ideas behind strategic pricing and it delivers in one straightforward, no-frills, but highly-effective, package.

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