



Pricing Guide for Web Services: How to Make Money on the Information Data Highway

Robert C. Brenner

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A working guidebook to making maximum profit in Web design and development. Shows how to identify and categorize costs, determine productivity, budget costs to the task level, find break-even, and bid flat rates with confidence. Describes pricing strategies and pricing tactics used by other service providers. Explains how to select the right services to offer, how to raise prices, use coupons and rebates, counter cutthroat competition, and set prices that really work. Detailed examples. Includes financial numbers and ratios that you can use to monitor and track business success

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