



Professional's Guide to Value Pricing

Ronald J. Baker

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This guide contains detailed information on value pricing consulting, revenue management through value pricing, electronic commerce pricing, and the relationship between total quality service and value pricing. It examines the profitability of alternative pricing methods and discusses write-downs, self-esteem, and price psychology. Explaining how to stop undervaluing services, it evaluates which customers to keep and which to take on. A companion CD-ROM contains all the essential checklists and sample agreements.

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