

The book was found

The Price Advantage



Synopsis

A comprehensive look at creating pricing strategies that work in both good economic times and bad. Written by three preeminent pricing experts at McKinsey & Company, the Second Edition of *The Price Advantage* is a practical pricing guide for the executive or pricing practitioner who wants to identify, capture, and sustain substantial pricing gains in their business. Pricing is by far the most powerful profit lever that managers can influence. Yet few companies approach pricing in a way that fully capitalizes on its value. This Second Edition, a major revision and extension of the first book, shows you what it takes to achieve the price advantage in today's competitive and complex business environments. Based on in-depth, first-hand experience with thousands of companies, this book provides managers with a pragmatic guide through the maze of pricing issues. It reinforces why pricing excellence is more critical than ever today and then explains state-of-the-art approaches to analyzing and improving your own pricing strategy and execution. Explores the fundamental role of pricing infrastructure in achieving the price advantage. Includes new topics such as software and information products pricing, lifecycle pricing, custom-configured products pricing, pricing of high-count product lines, pricing in distributed sales environments, "razor/razor blades" pricing, and tiered products and services pricing. Revisits the full range of classic McKinsey pricing tools, including the pocket price waterfall and value maps. Engaging and informative, the Second Edition of *The Price Advantage* will put this essential discipline in perspective.

Book Information

Hardcover: 384 pages

Publisher: Wiley; 2 edition (June 8, 2010)

Language: English

ISBN-10: 0470481773

ISBN-13: 978-0470481776

Product Dimensions: 6.3 x 1.3 x 9.3 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (21 customer reviews)

Best Sellers Rank: #272,413 in Books (See Top 100 in Books) #21 in [Books > Business & Money > Management & Leadership > Pricing](#) #388 in [Books > Textbooks > Business & Finance > Finance](#) #413 in [Books > Business & Money > Finance > Corporate Finance](#)

Customer Reviews

The Price Advantage is one of the essential books on pricing and it is the second one I would read

after Tom Nagle, John Hogan and Joe Zale's *The Strategy and Tactics of Pricing* (5th Edition). (I have not yet read Tim Smith's *Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures* which looks like it will be an interesting read.) Reed Holden and Mark Burton *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* is also a good first introduction. The authors are McKinsey consultants (one has recently moved to the pricing software vendor PROS Software) and they bring a great deal of consulting experience to the book which greatly enriches the case studies. Pricing excellence is divided into three elements, Market Strategy, Customer Value and Transactions and tools, advice and examples are provided for each element. This book provides the best introduction to the Pocket Price Waterfall (and its extension the Pocket Margin Waterfall), which is not surprising as the authors are the people who developed this framework. Appendix 1, which provides numerous examples of waterfalls is a great thing for them to have shared and is itself worth the price of the book.

The Price Advantage makes the case that pricing is the most under-appreciated lever for improving performance in most companies today. The authors put forth an argument that is compelling for business leaders in every company to elevate their view of pricing opportunities in general, and pricing as a key lever for performance management in particular. Most importantly, however, the book provides practical, pragmatic insights into what approaches a businessperson can take to identify and capture pricing opportunities. It brings both the opportunities and potential pitfalls to life through the frequent use of case examples where companies succeeded in "ringing the cash register" through effective pricing or left a great deal of money on the table through poor pricing actions. Of particular usefulness are chapters on specific topics that a business leader tackling pricing is going to face sooner or later. The chapter on "industry strategy" where the authors lay out some of the tactics for being a price leader or good price follower seems to be fresh writing on these topics (I have not seen anything written about this before, and I thought it was quite actionable). Also, the chapter on pricing architecture set forth nicely the different ways of structuring price to drive the right customer and reseller behavior, again providing a way to look at the issue that should drive toward results effectively. The chapter on issues/opportunities that arise from mergers/acquisitions provides distinctive perspectives on how to take advantage of opportunities and/or avoid huge downside risks associated with these events. The price wars chapter provides a guide for many managers to utilize in avoiding counterproductive (often inadvertent) actions across the markets in which they compete.

[Download to continue reading...](#)

How to Take Advantage of the People Who Are Trying to Take Advantage of You: 50 Ways to Capitalize on the System (Take the Advantage Book 1) Charts Don't Lie: 10 Most Enigmatic Price Behaviors in Trading: How to Make Money Exploiting Price Actions (Price Action Mastery Book 2) Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures The Price of Privilege: How Parental Pressure and Material Advantage Are Creating a Generation of Disconnected and Unhappy Kids The Price Advantage The Price Advantage (Wiley Finance) Fisher-Price Little People: Let's Imagine at School! (Fisher Price Lift the Flap) Kovels' Antiques & Collectibles Price Guide 2016 (Kovels' Antiques & Collectibles Price List) 2012 Davenport's Art Reference & Price Guide (Davenport's Art Reference and Price Guide) The Official Blackbook Price Guide to United States Paper Money 2013, 45th Edition (Official Blackbook Price Guide to U.S. Paper Money) Tomart's Price Guide to Hot Wheels Collectibles (Price Guide Series) Beckett Racing Collectibles and Die-Cast Price Guide (Beckett Racing Collectibles Price Guide) Madame Alexander 2010 Collector's Dolls Price Guide #35 (Madame Alexander Collector's Dolls Price Guide) Kovels' Depression Glass and Dinnerware Price List, 8th edition (Kovels' Depression Glass & American Dinnerware Price List) Baseball Card Price Guide (Beckett Baseball Card Price Guide) The Official Beckett Price Guide to Baseball Cards 2010, Edition #30 (Beckett Official Price Guide to Baseball Card) Price Action Breakdown: Exclusive Price Action Trading Approach to Financial Markets Right College, Right Price: The New System for Discovering the Best College Fit at the Best Price Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage

[Dmca](#)