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Winning the Profit Game Smarter Pricing, Smarter Branding

By Robert G. Docters

McGraw-Hill. Hardcover. Condition: New. 304 pages. Dimensions: 9.1in. x 6.0in. x 1.3in. How to use pricing as a strategic tool to increase revenues and win the war for profit. One of the greatest pitfalls in the war for profits is corporate strategists lack of a practical understanding of the link between overall revenues and overall costs. In *Winning the Profit Game*, the thought leaders at A. T. Kearney unveil a revolutionary new approach to establishing clear, strategic links between the top and bottom lines. No dry academic treatise, *Winning the Profit Game* is a guide to growing profits, in boom times and bust, using smart top-line strategies that optimize price, costs, customer behavior, and volumes. The authors clearly lay out the basic principles involved and also include: Proven strategies for transforming added value into revenues and winning the war for profits. Prescriptive frameworks for putting the principles and strategies into action, immediately. Numerous success stories based on experiences of A. T. Kearney clients worldwide. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



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