

0 of 0 people found the following review helpful. great book for anyone wanting to grow revenueBy Dan HayesThe author did a nice job of taking a typically complicated and mundane topic like pricing and made the topic very engaging and easy to understand. This book should be required reading for anyone responsible for creating, approving and selling "price". Although not typically a topic entrepreneurs like to, or even understand how to tackle, contextual pricing is a must read for any business owner tired of anemic profits.0 of 0 people found the following review helpful. Three StarsBy SaymorningGreat book to start knowing about pricing, make less managerial mistakes.2 of 2 people found the following review helpful. Understand one of the most important and least understood decisions every company has to make -- PriceBy Mark P. McDonaldPricing is one of the most important decisions companies face. It is also one that is often reduced to a simple set of list prices, predefined bundles and reactionary policies. It does not need to be that way as the authors of Contextual Pricing share in their book. Rob Doctors, John G. Hanson, Cecilia Nguyen and Michael Barzelay have collaborated to create a highly informative, accessible and book that provides actionable advice and examples. They have created a book that is much more than the normal business book and more accessible than an academic look at the complex issue of pricing.Highly recommended as a comprehensive, business focused and readily accessible discussion of this critical decision. The authors point out the importance of pricing when they discuss the observation that less than half of customer defections are price driven, yet when customers threaten to leave. They also point out that the idea of price elasticity is fundamentally flawed and how to reform this through a combination of segmentation and elasticity.The authors point out that pricing decisions need to be driven by customer context rather than simple list prices. Pricing is more than just an issue of margin and production costs, but rather a complex set of contextually heavy factors. The authors go on in 17 chapters to explain exactly what this means. The chapters are listed at the end of this review.This book is highly recommended to every manager and executive who is interested in driving greater success from more successful pricing decisions and programs. CMOs and CIOs should pay particular attention as Contextual Pricing covers the interaction and interdependencies between Pricing, Segmentation and Information.StrengthsThe book is comprehensive in its treatment of the issues of pricing as it covers the impact of marketing, segmentation, bundling and other pricing strategies. Each topic is covered from the central ideas to illustrative case studies.The book covers emerging and new issues, reflecting advances in ideas around digital pricing, revised bundling strategies, and managing prices in tough economic times. All of these topics lead this book to go beyond just simple notions of price elasticity.The case study examples cover a diverse range of industries from manufacturers to service companies from long established players to relatively new technology companies. The range of case studies reflects the full range of situations most companies will face.ChallengesThe book is not for the faint of heart. It deeply discusses topics in a significant way that makes the book one that needs to be read, reflected upon, and thought through to see how they apply to your situation. There are few books that have as much underlining and comments in the margins as this one.The book covers significant ground related to pricing which limits the depth at which it can go into any one topic. Read this book to get a strong understanding of pricing and its role in management. Use that understanding to investigate specific pricing issues.Here is the list of chapters that give you an idea of the books contents without giving those contents away.Part 1: The Journey from Product to ContextChapter 1 - Context and the Death of List PriceChapter 2 - Why Value Matters Less than CompetitionChapter 3 - Which Context Matter to You?Chapter 4 - Living in the Digital WorldChapter 5 - Antidotes to Prices PressurePart 2: Pricing for Poets and Profit MaximizersChapter 6 - Price StructureChapter 7 - Scientific Bundling and TieringChapter 8 - Dangerous Ways to Reduce or Increase PricePart 3: Pricing Programs and the Marketing MixChapter 9 - Segmentation, Context at TimeChapter 10 - The Hinge of Fate: Pricing StrategyChapter 11 - Higher Return: Introductory Pricing StrategiesChapter 12 - Brand, Messaging, and CompetitionPart 4: Tools for ManagementChapter 13 - First Steps and MisstepsChapter 14 - Cheap and Cheerful Pricing ToolsChapter 15 - Key Contextual Data is Not in Your Company's DatabaseChapter 16 - An Enabling Systems ArchitectureChapter 17 - Creative Pricing

A REVOLUTIONARY NEW PERSPECTIVE ON HOW PRICING REALLY WORKS "Contextual Pricing delivers a knock-out punch to complacent and low-return pricing approaches. . . . This book is full of intriguing, fresh insights which will expand your perspective on what is possible in maximizing revenue from your company's products and services." —Mark Greatrex, Chief Marketing Officer, Cox Communications, and former SVP, Global Still Beverages, The Coca Cola Company "To effectively price, managers must understand market context—the frame of reference for buyers. Context is far more important than the usual measures of price variation. I strongly recommend this readable and useful book to any business leader who suspects his or her company is falling short of achievable revenues." —Dave Calhoun, Chairman and CEO, Nielsen Company, and former Vice Chairman, General Electric Company About the Book: A few leading companies have jettisoned ideas about pricing that other companies believe are indispensable. The result has been superior performance against competitors who persist in a simplistic 1990s belief in "value." Contextual Pricing describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target customer—if context is strategically managed. This fact is how Procter Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best

possible price. The use of context is changing the way companies price and sell in the new global economy. This readable and market-tested book describes the contextual pricing perspective, how it is being used in B2B and B2C markets, and how you can make the shift to contextual pricing in your own business. Whether you're a CEO, PL manager, marketing director, sales manager, or entrepreneur, Contextual Pricing shows you how to: Understand how your customer will make buying decisions and the role of pricing in those decisions Establish better, more intuitive prices using context Develop contextual pricing strategies that defeat competitor pricing—how contextual pricing can be the antidote to destructive price wars Harmonize your pricing with branding, product development and channel strategies Increase your profits with proven pricing tools, such as scientific bundling, tiering, branding, upsell “hooks” and more Through its illuminating case-by-case studies, Contextual Pricing delivers a wide range of pricing techniques and customer insights that you won't find anywhere else. You'll learn how to avoid common pitfalls when raising or lowering prices and discover how you can compete in traditional or emerging digital marketplaces—and beat the competition through superior tactics, not through lower margins. When you know the secrets of Contextual Pricing, you can name your price, drive your sales, increase your profits, and own your success.

About the Author Robert Docters is the managing partner for Abbey Road, LLC, a consulting firm specializing in pricing strategy. He previously served as a senior vice president of strategy and pricing at LexisNexis, and before that was an SVP at Ernst Young. John Hanson is a partner at Accenture, where he leads the North American Pricing and Profit Optimization strategy practice. Cecilia Nguyen is a senior manager with Accenture's Pricing and Profit Optimization strategy practice. Michael Barzelay holds the London School of Economics's first professorial chair in public management. He codirects the Department of Management's new MsC Public Management and Governance, and serves as the founding executive director of the Center for Transformation and Strategic Initiatives, a Washington, D.C.-based nonprofit.