



Pricing Praxis der optimalen Preisfindung (German Edition)

Thomas T. Nagle, Reed K. Holden, Georg M. Larsen

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Die Autoren erklären, wie die Rentabilität eines Unternehmens trotz starker Konkurrenz durch Wettbewerbslenkung erhalten werden kann. Der Leser erfährt einfache, aber äußerst wirkungsvolle finanzielle Techniken zur Integration der Kostenfrage in Marketingentscheidungen. Gewinnmöglichkeiten werden erläutert, die sich aus einer Marktsegmentierung ergeben, ebenso wie die spezifischen Techniken zur Erreichung dieser Segmentierung.

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