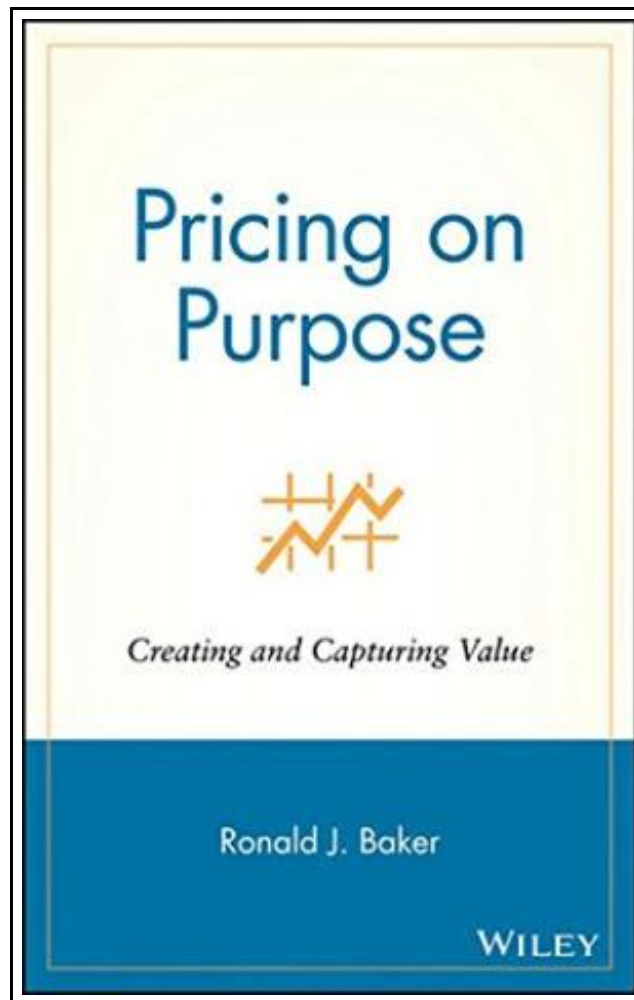


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John Wiley and Sons Ltd, United States, 2007. Hardback. Book Condition: New. 231 x 155 mm. Language: English . Brand New Book. With Pricing on Purpose , Ron Baker had made an enormous contribution to the better understanding of pricing that will be accessible to anyone who wants to learn. People are intrigued by instances of what they see as idiosyncratic pricing. Sometimes it is idiosyncratic, but oft-times it is fiendishly clever and well researched. So is this book. There are examples that at first sight seem to have nothing to do with the subject at hand, but the learning points are all made and explained in any number of interesting and memorable ways. Pricing on Purpose is a welcome and valuable addition to the learning on pricing and I recommend it to professional pricers, marketers, and anyone interested in capturing the value their business creates - Eric G. Mitchell, President, Professional Pricing Society. Ron Baker is what I d call a thought giant . In his first two books he literally began a revolution in the accounting and legal professions. Thousands of professionals in public practice now lead far better, more rewarding lives thanks to him. Now he s broadened his impact in a huge way. Read this book, implement the ideas and you ll never look at your prices or your pricing policies in the same way again. You ll be richer in many ways because of it - Paul Dunn, founder and CEO, ResultsNet Australia, coauthor, The Firm of the Future: A Guide for Accountants, Lawyers, and Other Professional Services . As a reader of hundreds of business books, I am thrilled when I come across one that has something new to say. Pricing on Purpose does just that. Instead of presenting a set of feel-good items...



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