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In the domain of pricing literature, there is nothing that touches Hermann Simon ' s seminal book " Confession of the Pricing Man. " Interspersed with dozens of stories and examples, bringing together theory and practice, Simon lays a cogent and coherent roadmap to pricing excellence.

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Confessions of the Pricing Man summary Never run a business in which you have no influence on the prices you charge. I don ' t think much of a business that doesn ' t make money. Prices determine how much money you make. Pricing is about how people divide up value. The value we perceive changes as the ...

Book Summary: Confessions of the Pricing Man by Hermann Simon

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Confessions of the Pricing Man Hermann Simon, 2016, 221 pgs Chapter 1 tells us about how Hermann Simon was initiated into the world of pricing. Chapters 2-4 offer a bird's eye view of pricing including how pricing is central to the economy, the psychology of pricing, and how pricing and strategy are interlinked.

Confessions of the Pricing Man - Summary

KEVIN MITCHELL, President, The Professional Pricing Society, Inc. "Hermann Simon is a man who can get upset about being offered a 35 percent discount on a new digital camera. His fascination with 'willingness to pay' is infectious. As much as any individual, he is behind the professionalization of pricing in the past couple of decades."

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" Hermann Simon is ' The Pricing Man ' and a giant within our discipline. With more than 40 years of experience in pricing research and practice with

companies across the globe and across all major industries, he possesses the know-how to help organizations large, medium-sized, and small to improve their pricing acumen.

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