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Lower costs often tempt a business to cut its prices, but doing so can diminish consumers' perceptions of quality and may trigger an unprofitable price war. ... Harvard Business

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How to Fight a Price War - Harvard Business Review

Book: Harvard Business Review on Pricing.

Summary: Finding the right price for your product or service often feels more like an art than a science. Price a product too high and you may limit your market. Price too low and not only will you leave money on the table, you may damage your brand or, even worse, ignite a competitive price war.

Book: Harvard Business Review on Pricing : PricingHub ...

The 'Harvard Business Review on Pricing' shows readers how even a tiny improvement towards the 'right price' can create real bottom-line results. The text also covers why small improvements in quality can support big changes in price, and how to time price changes based on a product's perceived value.

Harvard business review on pricing. (Book, 2008) [WorldCat ...

I bought this book in an airport bookstore thinking it would be a good review of pricing and price management. The series of articles from HBR was a perfect start in returning to pricing analysis and price optimization. Be forewarned, the topics are not in-depth but rather introductory material.

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