



Price Management

Hermann Simon

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This book is a completely updated translation of the German standard work "Preismanagement", a volume which was quoted in the International Journal of Research in Marketing as "a pioneering work in pricing" and was rated highest among eight international pricing books by a comparative survey in Die Betriebswirtschaft. An English language edition was thus more than warranted as underlined by some prepublication comments: "...The major contribution of the book is the fact that it introduces the English speaking reader to research on pricing from the German literature. It is for that reason alone that the book will appeal to many academicians in the USA and in other non-German speaking countries...the book represents, in my opinion, the very best review of empirical work in the pricing area...I also anticipate the book to be widely read by managers since pricing has become of the utmost concern to them. It provides them with a very useful conceptual framework and it also gives them useful advice on relevant topics such as pricing in inflationary times, the impact of taxation on pricing, and pricing under uncertainty." G. Assmus, The Amos Tuck School of Business Administration, Dartmouth College, Hanover, USA. "The book should become the text of choice at the best institutions." R. Schmalensee, Massachusetts Institute of Technology, Cambridge Institute of Technology, USA. Price Management attempts to bridge the gap between the theory and the practice of pricing. Emphasis is placed upon the problems of applying theoretical structures and detailed recommendations are given about when and how certain techniques should - and should not - be used. Particular attention is given to pricing strategy over the product life cycle and under changing competitive conditions. Both academics and professionals will find this book of value. The book is a 'must' for any business, management and economics library.

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