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Value-based Marketing Strategy: Pricing and Costs for Relationship Marketing (Paperback)

By Santiago Lopez

Vernon Press, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book offers novel methods for developing Value-based marketing strategies aimed at increasing revenue and profits. The Value concept relates all the benefits offered by a product with its price and the effort required to obtain it. Global competition requires managing Value rather than individual products or brands. This fosters customer loyalty, and provides a solid basis for relationship marketing. The book takes a practical, step-by-step approach to explain: How the forces of supply and demand interact with customer Value; The relationships between benefits, quantities, prices and costs; How to develop effective competitive strategies; How to manage inventory and product mix efficiently; How to apply the Value model to increase profitability, and solve major marketing problems. The book sets forth several new approaches for marketing and pricing decision-making: The concept of Value integrates marketing, finance, economics and accounting, in order to link Value-based pricing with relationship marketing. The law of supply and demand is restated with quantity as a function of Value instead of price; this makes it a more realistic and practical tool for understanding today's highly competitive...



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