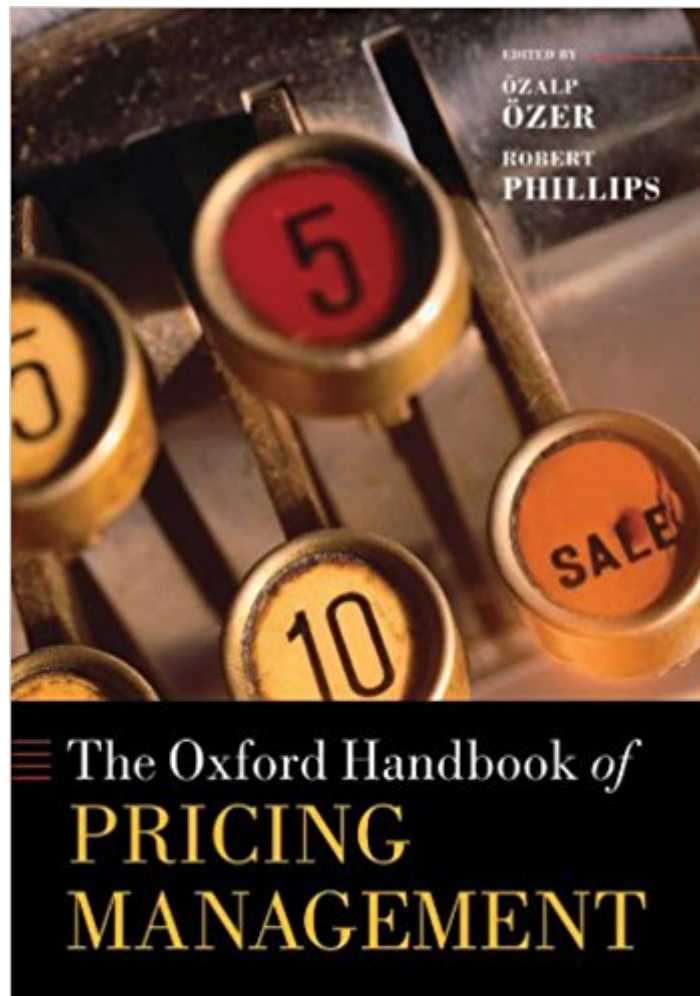




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The Oxford Handbook Of Pricing Management (Oxford Handbooks)



Synopsis

The Oxford Handbook of Pricing Management is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The Handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

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Customer Reviews

Excellent book on pricing to know pricing methodologies across various industries and pricing in depth knowledge. A must reference book for anyone in the pricing field.

This book presents a very complete overview of the main issues related to pricing and how pricing is practiced in several important industries.

I've found this to be a practical and readable guide about pricing methodologies across a wide range of industries. The section on game theories is relevant and interesting

I found this book extremely helpful and very exiting. I am doing my PhD in Management science, and this text made me add pricing management to my "research interests" field. It is a very thorough and comprehensive review of current publications in the field of pricing, real-world examples and there are a lot of prospective research ideas in the end of each chapter. The price is somewhat high, especially for a student. But it is definitely worth it. I purchased a Kindle edition to save some money, and it is pretty readable. Formula is well formatted, graphs look good and there was only one unscalable table. I am saying this because I have had issues with formula in some of my other Kindle edition textbooks.

It is refreshing to find an academically rigorous book that addresses the multiple facets of pricing -- from optimization tools that characterize and obtain the 'best price(s)' and basic economic concepts to structure the formation of those prices -- to social norms and management implementation challenges that shape the way prices are implemented in practice. I recommend this book to those searching for an resource that exposes themselves/ their students to the various lenses by which to view pricing management.

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