



# Pricing Strategy Audit (Financial Times Series)

*Monroe Kent*

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## Pricing Strategy Audit (Financial Times Series) Monroe Kent

Pricing is the only marketing strategy variable that directly generates income. Yet the pressures of adapting in today's volatile environment has placed additional pressures on pricing decision makers throughout the world. This comprehensive audit provides you with the steps you need to follow in order to carry out and implement a pricing strategy in a straightforward and practical manner. It shows you how to:

- \* develop effective pricing strategies and tactics
- \* assess the consistency between corporate and pricing objectives
- \* determine how your buyers perceive your prices
- \* identify the relevant costs for each pricing strategy
- \* integrate specific price decisions into an overall pricing strategy.



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