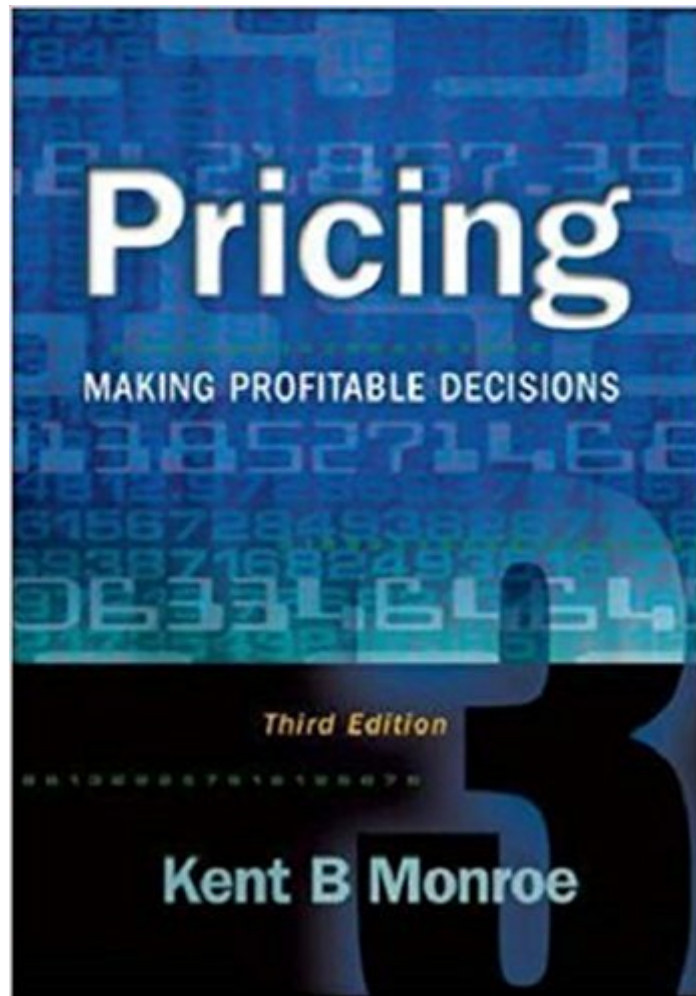




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Pricing: Making Profitable Decisions



Synopsis

Pricing, 3/e, synthesizes economic and marketing principles with accounting and financial information to provide a basis for analyzing pricing alternatives within legal and corporate constraints. This revision of this classic text brings readers an understandable writing style, a more complete discussion of the quantitative issues, and a greater number of clear-cut examples. The material on the economics of pricing now reflects recent research in pricing by applied economists and marketing researchers trained in economics.

Book Information

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Customer Reviews

Kent Monroe is a professor at the University of Illinois.

International Books sent me a "1979" version of book "Pricing" by Monroe. The book I viewed and purchased via [did not look like the copy I received](#) which was a hardcover green book 1979 edition. This should never happened and I expect a full refund from [and/or International books](#).

This is a great book for anyone interested really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure.
Romeo Richards
[How To Market And Manage A Professional Firm](#)

It is a good one, it goes in deep in all areas about pricing, analyses microeconomy theory about pricing, customer behavior, cost structure, competence signaling, price wars, etc. is a must if you want to learn about pricing.

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