



No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide to Profits, Power, and Prosperity

By Dan S. Kennedy, Jason Marris

Entrepreneur Press, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Millionaire maker Dan S. Kennedy and pricing/marketing strategist Jason Marris empower small business owners to take control of their profits by taking charge of the source: their price. Entrepreneurs are dared to re-examine their every belief about pricing and take a more creative, bold approach, using price to their extreme advantage and allowing them to be as profitable as possible. Liberating small business owners from all fear and timidity toward pricing, Kennedy and Marris teach small business owners uncover how to avoid the 9 ultimate price and fee failures including excess concern about competitors lower prices, attracting customers who buy by price, and not offering premium pricing options. They also reveal how to discount without damage, the secret to price elasticity, how to break free from the price-product link, and, most importantly, how to set prices for the greatest profits. * Kennedy and Marris disclose little-known revelations about the power of pricing including: * the 9 ultimate price and fee failures * the trick behind discounting without devaluing * the 5 price-related propositions to be concerned with * the million-dollar secret...

DOWNLOAD



READ ONLINE
[3.89 MB]

Reviews

The publication is not difficult in study preferable to fully grasp. It really is rally intriguing throug looking at period of time. I found out this pdf from my dad and i advised this ebook to find out.

-- **Fabiola Hilpert**

This pdf is great. It really is rally intriguing throug studying time period. I am just quickly could possibly get a satisfaction of reading a written pdf.

-- **Roosevelt Braun**