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The most neglected element of the marketing mix can have an unrivalled impact on the bottom line. Smarter Pricinghelps managers make more intelligent pricing decisions, implement pricing strategies and structures more effectively in the market and capture more value for their business. At no time has effective pricing been more significant. Buyers are getting stronger, markets more transparent, and manufacturers in new powerhouses such as China, are becoming more and more competitive. Recent McKinsey survey of 2500 companies calculated that a 1% increase in price improves operating profit by 11.1%. Smarter Pricing is a good, hands-on book on pricing for practising managers, providing a developed mix of techniques through international examples from a range of sectors that bring pricing theory into a real-world context. Smarter Pricing joins the developing suite of FTPH books offering executives focused and practical advice on decisive business challenges. Smarter Pricingis a fast and focused companion to practical price management, for executives and marketers in every sector.

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Make a fast, effective impact on the financial success of your business. Setting the optimum price for your products and services, that's right for your customers and market, is vital to success. But how do you know that what you're charging is doing the best job possible? In this smart, savvy Authority Guide, pricing expert Shaz Nawaz takes you step-by-step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.

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The abridged, updated edition of international bestseller BUSINESS: The Ultimate Resource. This essential guide to the world of work and careers is crammed with top-quality content from the world's leading business writers and practitioners. Now in a handy paperback format, it is ideal for time-pressed managers, small business owners and students alike. A free eBook will be available for purchasers of the print edition. This book includes: Actionlists: more than 200 practical solutions to everyday business and career challenges, from revitalising your CV to managing during difficult times. Management library: time-saving digests of more than 70 of the best and most influential business books of all time, from The Art of War to The Tipping Point. We've read them so you don't have to. Best Practice articles: a selection of essays from top business thinkers. Business Dictionary: jargon-free definitions of thousands of business terms and concepts. Gurus: explanations of the lives, careers, and key theories of the world's leading business thinkers

Marketing is shrouded in arcane mystery and buzzwords. It frightens many and bewilders others. Yet every business, from the hand-car-wash by the side of the road, to the world's most famous brands, engage in marketing every single day. This is an essential, reliable, speedy and up to date guide to the most robust and important concepts in marketing. This book shows you how to understand and do marketing without having to study a degree or a diploma in it. Along the way it shows you what has been learned about marketing over the centuries, what experts can teach us that we can use ourselves, how marketing has changed in our new 'digital' world, and how to avoid classic mistakes. In short, this is all you need to know about marketing. Introduction - Marketing: the world's second oldest business activity Chapter 1 - The Product. Chapter 2 - The Marketing Strategy and the Marketing Plan Chapter 3 - Your Customers. Chapter 4 - Pricing and Promotion Chapter 5 - Placement or Distribution. Chapter 6 - Customer Engagement Chapter 7 - Branding Chapter 8 - Social Media and Digital Marketing

'Clothing that is not purchased or worn is not fashion' (to paraphrase Armani) Knowledge of marketing is essential to help ensure success and reduce the risk of failure in fashion. For the designer starting up in business, this book offers a guide to the major decisions that will enable you to fulfil your creative potential and be a financial success: What are the major trends we should be monitoring?: How should we set our prices?: What is the most effective way to get our message across about the new product range?: Which colour-wash will be the most popular with buyers? Marketing is now a firmly established element of most fashion and clothing courses. Fashion Marketing is written to meet students' requirements and has many features making it essential reading for anyone involved in the fashion and clothing business: · deals with contemporary issues in fashion marketing · up-to-date examples of global good practice · exclusively about fashion marketing · a unique contribution on range planning with a practical blend of sound design sense and commercial realism · a balance of theory and practice, with examples to illustrate key concepts · clear worked numerical examples to ensure that the ideas are easily understood and retained · over 50 diagrams · a glossary of the main fashion marketing terms and a guide to further reading · a systematic approach to fashion marketing, not hyperbole or speculation. The new edition has been updated throughout with new material on different promotional media, visual marketing and international marketing research; and new coverage of internal marketing, supply chain management, international marketing communications as well as the role of the internet. See www.blackwellpublishing.com/easey for supporting pack for tutors, including PowerPoint slides for each chapter plus ideas and exercises for seminars.

The key to good and efficient writing lies in the intelligent organisation of ideas and notes. This book helps students, academics and nonfiction writers to get more done, write intelligent texts and learn for the long run. It teaches you how to take smart notes and ensure they bring you and your projects forward. The Take Smart Notes principle is based on established psychological insight and draws from a tried and tested note-taking-technique. This is the first comprehensive guide and description of this system in English, and not only does it explain how it works, but also why. It suits students and academics in the social sciences and humanities, nonfiction writers and others who are in the business of reading, thinking and writing. Instead of wasting your time searching for notes, quotes or references, you can focus on what really counts: thinking, understanding and developing new ideas in writing. It does not matter if you prefer taking notes with pen and paper or on a computer, be it Windows, Mac or Linux. And you can start right away.

What if you could upgrade your brain in 15 minutes a day? Let Elizabeth Ricker, an MIT and Harvard-trained brain researcher turned Silicon Valley technologist, show you how. Join Ricker on a wild and edifying romp through the cutting-edge world of neuroscience and biohacking. You'll encounter Olympic athletes, a game show contestant, a memory marvel, a famous CEO, and scientists galore. From Ricker's decade-long quest, you will learn: ? The brain-based reason so many self-improvement projects fail . . . But how a little-known secret of Nobel Prize winning scientists could finally unlock success ? Which four abilities—both cognitive and emotional—can predict success in work and relationships . . . and a new system for improving all four ? Which seven research-tested tools can supercharge mental performance. They range from low-tech (a surprising new mindset) to downright futuristic (an electrical device for at-home brain stimulation) Best of all, you will learn to upgrade your brain with Ricker's 20 customizable self-experiments and a sample, 12-week schedule. Ricker distills insights from dozens of interviews and hundreds of research studies from around the world. She tests almost everything on herself, whether it's nicotine, video games, meditation, or a little-known beverage from the Pacific islands. Some experiments fail hilariously—but others transform her cognition. She is able to sharpen her memory, increase her attention span, boost her mood, and clear her brain fog. By following Ricker's system, you'll uncover your own boosts to mental performance, too. Join a growing, global movement of neurohackers revolutionizing their careers and relationships. Let this book change 15 minutes of your day, and it may just change the rest of your life!

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