

Pricing Resources and Links

STRATEGIC PRICING

"Pricing on Purpose: Creating and Capturing Value", by Ronald J. Baker (Published by Wiley, 2006)

"Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table", by Reed Holden (Published by Wiley, 2008)

"The Strategy and Tactics of Pricing: A Guide to Growing More Profitably" (4th Edition) by Thomas T. Nagle, John Hogan (Published by Prentice Hall, 2005)

"Full Price: Competing on Value in the New Economy", by Tom Winninger (Published by Dearborn Trade Publishing, 2000)

"The Art of Pricing: How to Find the Hidden Profits to Grow Your Business", by Rafi Mohammed (Published by Crown Business, 2005)

"Why Popcorn Costs So Much at the Movies: And Other Pricing Puzzles" by Richard B. McKenzie. (Published by Springer, 2008)

"Six Sigma Pricing: Improving Pricing Operations to Increase Profits" by ManMohan S. Sodhi, Navdeep S. Sodhi (Published by FT Press, 2007)

"Pricing for Profitability: Activity-Based Pricing for Competitive Advantage" by John L. Daly (Published by Wiley, 2001)

"The Price is Wrong: Understanding What Makes a Price Seem Fair and the True Cost of Unfair Pricing" by Sarah Maxwell (Published by Wiley, 2008)

" Pricing and Revenue Optimization" by Robert Phillips (Published by Stanford Business Books, 2005)

MARKET SEGMENTATION

"Strategic Marketing Analysis, 2nd Edition", by Alexander Chernev (Published by Brightstar Media, 2007)

"Measuring Marketing: 103 Key Metrics Every Marketer Needs", by John Davis (Published by Wiley, 2006)

"Strategic Market Management", by David A. Aaker (Published by Wiley, 2004)

"Marketing Metrics: 50+ Metrics Every Executive Should Master" by Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, David J. Reibstein.

CUSTOMER VALUE MANAGEMENT

"Delivering and Measuring Customer Service: This Isn't Rocket Surgery!" by Richard D. Hanks (Published by Duff Road Endeavors, 2008)

"House of Quality (QFD) in a Minute" by Christian N Madu (published by Chi Publishers, 2000)

"The Anatomy of Buzz Revisited: Real-life lessons in Word-of-Mouth Marketing", by Emanuel Rosen (Published by Broadway Business, 2009)

"Customer Relationship Management: A Databased Approach" by V. Kumar, Werner Reinartz (Published by Wiley, 2005)

"Superior Customer Value in the New Economy: Concepts and Cases, Second Edition" by William C. Johnson, Art Weinstein (Published by CRC, 2004)

"Mastering Customer Value Management: The Art and Science of Creating Competitive Advantage" by Ray Kordupleski, Janice Simpson (Published by Pinnaflex Educational Resources Inc, 2003)

VALUE SOLUTIONS

"Value Driven Management", by Randolph A. Pohlman and Gareth S. Gardiner (Published by Amacom, 2000)

"Valuation: Measuring and Managing the Value of Companies", Third Edition, by Tim Koller, Jack Murrin, Tom Copeland, William Foote (Published by John Wiley & Sons, 2000)

"Superior Customer Value in the New Economy: Concepts and Cases", Second Edition, by William C. Johnson, Art Weinstein (Published by CRC, 2004)

CHANGE LEADERSHIP

"High Five: The Magic of Working Together", by Kenneth V. Blanchard & Sheldon M. Bowles (Published by William Morrow & Co, 2000)

"Performance Management", by Robert Bacal (Published by McGraw-Hill Ryerson, 2001)

"Now, Discover Your Strengths", by Marcus Buckingham and Donald O. Clifton (Published by Free Press, 2001)

"Five Key Principles of Corporate Performance Management", by Bob Paladino (Published by Wiley, 2007)

MARKET RESEARCH

"The Market Research Toolbox: A Concise Guide for Beginners" Second Edition, by Edward F. McQuarrie (Published by Sage Publications, 2005)

"Marketing Research: State of the Art Perspectives", by Chuck Chakrapani (Published by American Marketing Association, 2000)

"Observational Research Handbook: Understanding How Consumers Live with Your Product", by Bill Abrams (Published by McGraw-Hill/Contemporary Books, 2000)

"Market Research in Practice" by Paul Hague, Nick Hague, Carol-Ann Morgan (Published by Kogan Page, 2004)

COMPETITIVE INTELLIGENCE

"The Complete Guide To Competitive Intelligence (4th Edition)", by Kirk W.M. Tyson (Published by Leading Edge Publications 2006)

"Proven Strategies in Competitive Intelligence: Lessons from the Trenches", by John E. Prescott, Stephen H. Miller and The Society of Competitive Intelligence Professionals (Published by John Wiley & Sons, 2001)

"Early Warning: Using Competitive Intelligence to Anticipate Market Shifts, Control Risk, and Create Powerful Strategies" by Benjamin Gilad (Published by AMACOM, 2003)

BRAND EQUITY

"Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands" by Alina Wheeler (Published by Wiley, 2006)

"Building Strong Brands", by David A. Aaker (Published by Simon & Schuster Ltd , 2002)

FOCUS GROUPS

"Focus Group Research Handbook", by Holly Edmunds (Published by McGraw-Hill/Contemporary Books, 2000)

"Mirrored Window: Focus Groups from a Moderator's Point of View", by Judith Langer (Published by Paramount Market Publishing, 2005)

"The Power of Focus Groups: Focus on International Development" by Janet Mancini Billson (Published by Skywood Press, 2006)

CUSTOMER SATISFACTION

"Superior Customer Service: How to Keep Customers Racing Back to Your Business -Time Tested Examples from Leading Companies" by Dan Blacharski (Published by Atlantic Publishing Company, 2006)

"Measuring Customer Satisfaction: Hot Buttons And Other Measurement Issues", by James H. Myers (Published by American Marketing Association, 2000)

"Analysis of Customer Satisfaction Data" by Derek R. Allen, T. R. N. Rao (Published by Amer Society for Quality, 2000)

CONJOINT ANALYSIS

"Stated Choice Methods: Analysis and Applications" by Jordan J. Louviere, David A. Hensher, Joffre D. Swait (Published by Cambridge University Press, 2000)

"Discrete Choice Methods with Simulation" by Kenneth E. Train (Published by Cambridge University Press, 2003)

SURVEY DESIGN

"Survey Research Handbook: Guidelines and Strategies for Conducting a Survey", Third Edition by Pamela L. Alreck and Robert B. Settle (Published by McGraw-Hill Trade, 2003)

"Handbook of Qualitative Research" by Norman K. Denzin, Yvonna Lincoln (Published by Sage Publication, 2000)

"Designing and Conducting Survey Research: A Comprehensive Guide", 3d Edition by Louis M. Rea and Richard A. Parker (Published by Jossey-Bass, 2005)