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Thinkaha, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.Strategic pricing is a game-changing process for business-to-business pricing in today s highly competitive global markets. It continues to have a significant, positive impact on the profitability of companies that have embraced and employed it effectively. It is not unusual for companies to increase their bottom line by two to three points or more within the first two...

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- Authored by Bob Bonacorsi
- Released at 2014



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