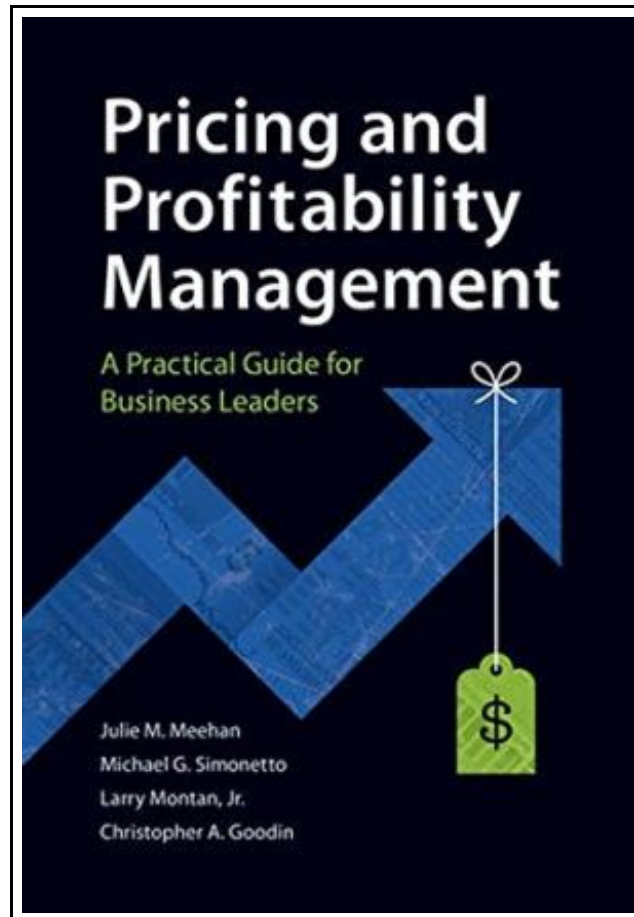


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PRICING AND PROFITABILITY MANAGEMENT: A PRACTICAL GUIDE FOR BUSINESS LEADERS



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Pricing and Profitability Management: A Practical Guide for Business Leaders, Mike Simonetto, Julie Meehan, Larry Montan, Chris Goodin, A comprehensive reference for any professional to understand the capabilities and competencies required for effective Pricing and Profitability Management. It describes each of the six competencies (Pricing Strategy, Price Execution, Advanced Analytics and Optimization, Organizational Alignment and Governance, Pricing Technology and Data Management, and Tax and Regulatory Effectiveness) in detail, and addresses how an integrated approach to Pricing improvement will build a sustainable, competitive advantage for any organization. Julie Meehan is a Senior Manager in Deloitte's Pricing & Profitability Management Practice. She has over 10 years of experience in consulting focused on strategy development and operational improvement including profit enhancement through pricing. Mike Simonetto leads the Global Pricing and Profitability Management Practice for Deloitte Consulting as well as the Price and Profitability Management Integrated Market Offering for Deloitte & Touche LLP. His 17 years of consulting experience include pricing strategy, pricing execution, business process design, acquisition due diligence and integration, strategic sourcing, and new product development across a range of industries.



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