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Written by three preeminent pricing experts at McKinsey & Company, the Second Edition of The Price Advantage is a practical pricing guide for the executive or pricing practitioner who wants to identify, capture, and sustain substantial pricing gains in their business.

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Description The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues.

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The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues.

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In good economic times or bad, achieving the price advantage is critical to corporate performance and profitability. "This book is a treasure—a practical yet intellectually sound guide to pricing that is applicable to both large and small companies.

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The Price Advantage

The Price Advantage is one of the essential books on pricing and it is the second one I would read after Tom Nagle, John Hogan and Joe Zale's The Strategy and Tactics of Pricing (5th Edition).

Costs for Medicare Advantage Plans | Medicare

The Advantage was the only one of his books I had yet to read. After remedying that, I'm reminded why I read his other 7 books in a 4 week period 5 years ago. In terms of management and organizational health, this guy knows his field.

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