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Description. A comprehensive look at creating pricing strategies that work in both good economic times and bad. 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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The Wiley Advantage 1.Getting transaction pricing right is one of the keys to surviving the current downturn and to flourishing when the economic upturn arrives. Yet few companies are as discipline and scientific about pricing as they should be.

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