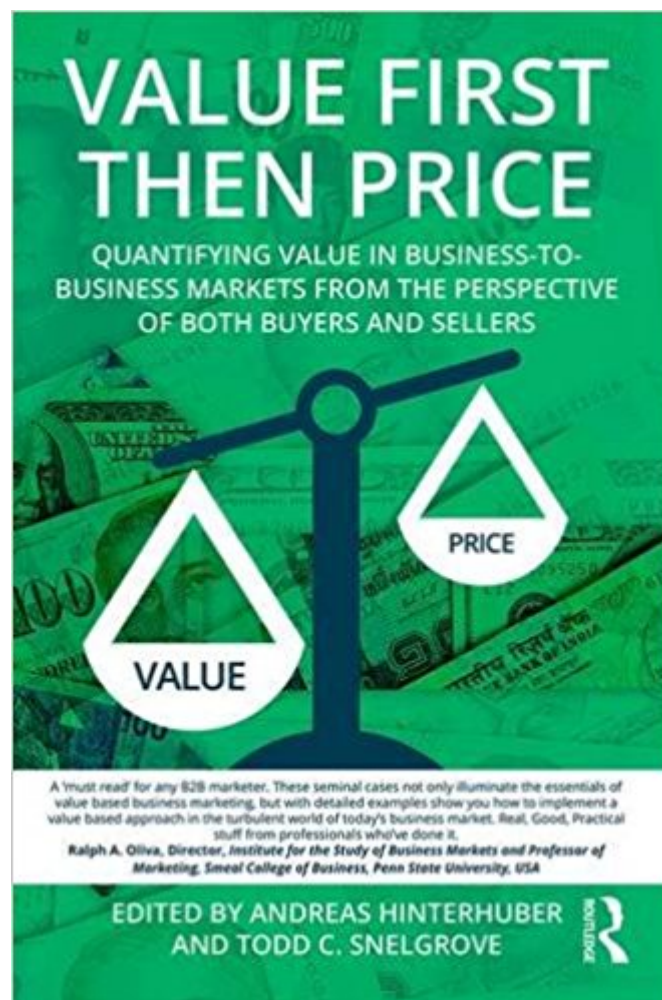


The book was found

Value First Then Price: Quantifying Value In Business To Business Markets From The Perspective Of Both Buyers And Sellers



Synopsis

Value-based pricing – pricing a product according to its value to the customer rather than its cost – is the most effective and profitable pricing strategy. Buyers need to evaluate the monetary benefits of a product against the price of its competitors. Sellers justify their price points through documenting the value of a product, emphasising its superiority against competitors and therefore justifying the premium price. Value First then Price is an innovative collection which proposes a quantitative methodology to value pricing, and road-tests this methodology through a wide variety of real-life industrial cases. It provides a state-of-the art and best practice overview of how leading companies quantify and document value to customers. In doing so, this book provides researchers with a method by which to draw invaluable data-driven conclusions, and sales and marketing managers the theories and best practices they need to quantify the value of their products to demanding, hard-nosed industrial purchasers. With contributions from global industry experts this book provides cutting edge research on value quantification and value quantification capabilities with real-life, practical examples. It will be essential reading for sales and pricing specialists as well as business strategists, in both research and practice.

Customer Reviews

“You must read this for any B2B marketer. These seminal cases not only illuminate the essentials of value based business marketing, but with detailed examples show you how to implement a value based approach in the turbulent world of today’s business market. Real, Good, Practical stuff from professionals who’ve done it.” – Ralph A. Oliva, Director, Institute for the Study of Business Markets and Professor of Marketing, Smeal College of Business, Penn State University, USA “By combining an impressive list of expert analysts with real-world case studies, Value First then Price gives businesses the latest strategies and tactics needed to improve company margins and profit performance. Because the focus here is on customer quantifiable values, the book correctly shifts emphasis from a producer’s features to an end-user’s benefits.” – Kevin Mitchell, President, The Professional Pricing Society, Inc. “Recent research shows that far less value (and cost reduction) is achieved through traditional negotiation than can be gained through understanding markets, needs and opportunities for creative collaboration. If you care about business and personal success, value must be your priority.” – Tim Cummins, CEO, International Association of Commercial and Contract Management “This book is an excellent guide of best practices on how buyers and sellers can focus on understanding, creating,

and measuring value so both supplier and buyer win. - Gautam Mahajan, President, Customer Value Foundation, Inter-Link India

Andreas Hinterhuber is a Partner of Hinterhuber & Partners (www.hinterhuber.com) and a Visiting Professor at the University of Bolzano, Italy. He has led consulting projects in pricing in B2B and B2C companies worldwide, including Lufthansa, Tieto, International Paper, Continental, SPX, Fercam, Swarovski, Wärrth-Hochenburger, Ecolab, British American Tobacco, and many others. He has published articles in Industrial Marketing Management, Long Range Planning, MIT Sloan Management Review, Journal of Strategic Marketing, Business Horizons and other journals. Todd C. Snelgrove is the Global Vice President of Value at SKF and supports executive MBA classes at Northwestern University, London Business School, and the International Institute for Management Development.

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