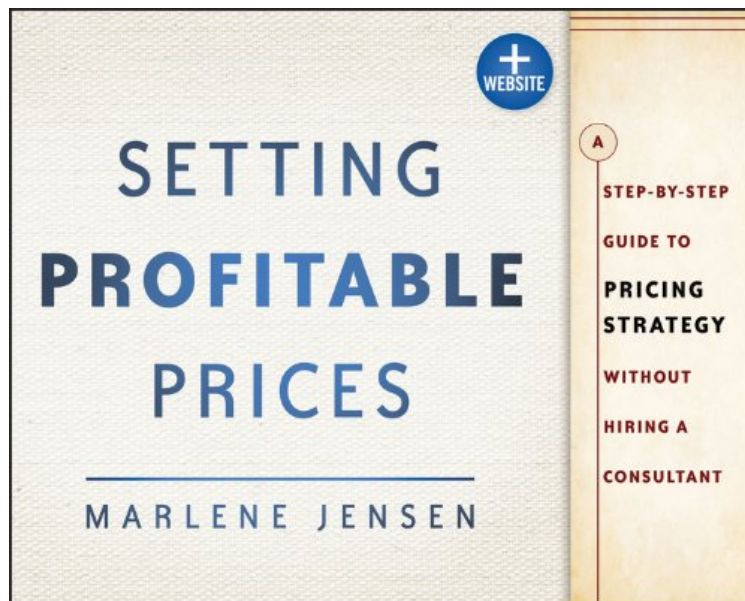


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## Setting Profitable Prices: A Step-by-Step Guide to Pricing Strategy--Without Hiring a Consultant

Marlene Jensen

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Time-tested strategies for making the best possible pricing decisions and gaining an unbeatable competitive advantage Pricing is one of the most important—and difficult—marketing problems companies face when launching new products. Unfortunately, the research that goes into making optimal pricing decisions is a very time-consuming process—unless, that is, you can afford to pay a consultant or outside agency to do it for you. But if you're like most small- to medium-sized business owners and managers, time and money are two things you absolutely don't have to spare. Problem solved: Written by a nationally recognized pricing expert, this book arms you with proven strategies

for guaranteeing that you'll never again leave money on the table when determining prices. And you'll spend the least possible time setting your more profitable prices. Packed with valuable worksheets and other valuable tools to help guide your research and your pricing decision-making A goldmine of expert tips for pricing in any specialty market, it offers a highly effective way to market your company's product more effectively and profitably Shows you how to avoid making your competitors' pricing mistakes and gain a powerful competitive edge in the process The author uses examples drawn from her years of consulting work with companies large and small, including Food Network, American Express Publishing, and Playboy

From the Back Cover Praise for Setting Profitable Prices "Setting prices without this book is like burning your money! Don't worry if your time is limited, Dr. Jensen doesn't bog you down with any more steps than absolutely needed to set more profitable prices—today!" —P. Nicole Borner, CEO and founder, MetaMorph, Inc. "Marlene Jensen has boiled down decades of practical knowledge into a few short steps that can add profits to anyone's pricing strategy. I like that she's read thousands of pricing research studies, and conducted plenty herself. But I like even more that she knows how to condense it to what's important for the busy executive. Do yourself—and your company—a favor and start profiting from this book!" —Roland A. DeSilva, Chairman and Managing Partner, desilva+phillips "Managers can be so focused on product launches or customer retention that they fail to consider the impact of pricing on the ultimate success of their companies." —John Suhler, Founding Partner and President, Veronis Suhler Stevenson "In Setting Profitable Prices, Dr. Marlene Jensen has a highly readable step-by-step guide, with easy-to-follow worksheets. This book belongs on every business owner's bookshelf and is especially valuable to a small business owner who does not have thousands of dollars to spend on a pricing consultant. I'll recommend it without reservation." —Seija Goldstein, President, Seija Goldstein Associates, Inc.; consultant to regional media companies on start-ups, profit improvement, and mergers and acquisitions "As a commercial lender for over twenty-five years, I have observed that many small business owners do not have an actual pricing strategy. This book will provide entrepreneurs with valuable insight into competitively pricing their products and services." —Wade A. Keiffer, Vice President/Business Development Officer, First Citizens Community Bank "Setting Profitable Prices by Marlene Jensen is a very well-written book, easy to read, and contains demonstrative examples of how optimal pricing decisions are made by examining the consequences of various pricing approaches on financial and brand-specific outcomes. Grounded in years of research, the book provides a scientific and practical foundation for how pricing should be done, and is a highly useful resource for anyone involved in making pricing decisions." —Hooman Estelami, Professor of Marketing, Graduate School of Business, Fordham University About the Author Dr. MARLENE JENSEN is a pricing strategy and marketing/new business expert. Her decades of consulting work with companies, large and small—including the Food Network, American Express Publishing, and Playbo—are consolidated in this powerful book/website combo. In addition to consulting, Dr. Jensen has performed pricing tests for companies such as CBS Publishing, her own launches (Sportswoman magazine, Ancillary Profits and Media Marketing newsletters, and Jensen-Fann Publishers) and in numerous academic research studies. Dr. Jensen has taught marketing and pricing at Western Connecticut State University, and currently at Lock Haven University.