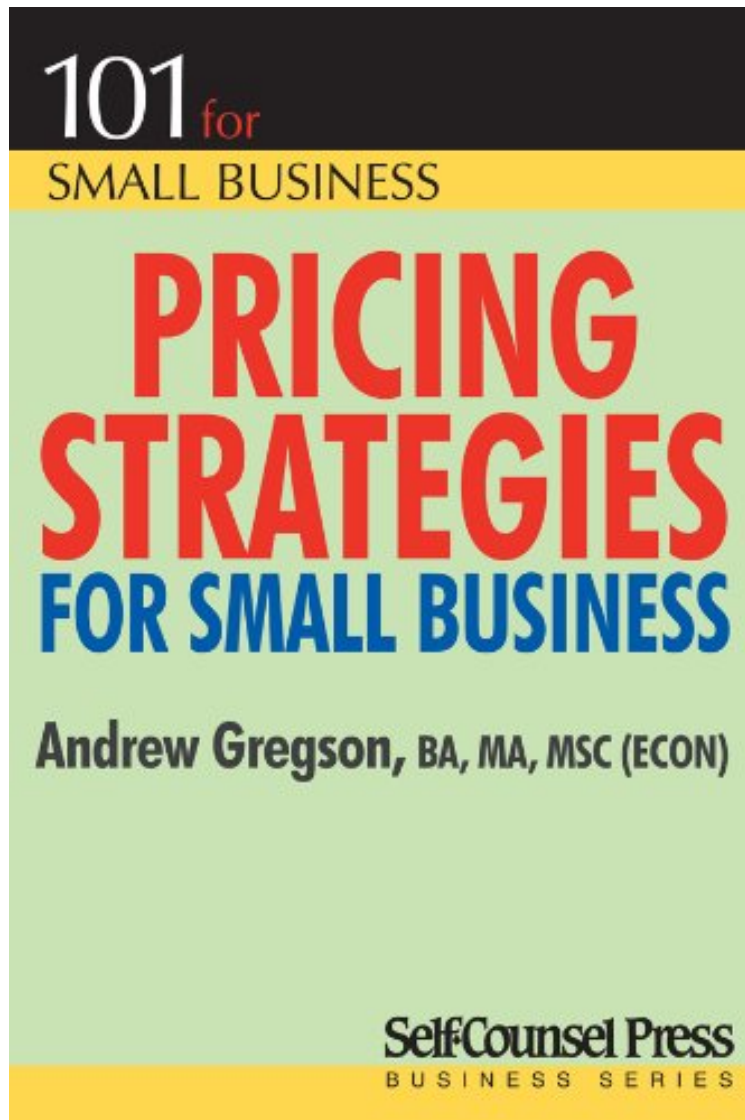


Pricing Strategies for Small Business (101 for Small Business Series)

Andrew Gregson

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Andrew Gregson : Pricing Strategies for Small Business (101 for Small Business Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Pricing Strategies for Small Business (101 for Small Business Series):

6 of 7 people found the following review helpful. For small businesses, pricing services properly is essentialBy Midwest Book ReviewFor small businesses, pricing services properly is essential; the value of one's name won't induce people buy one's product regardless of cost. "Pricing Strategies for Small Business" is a guide for small time business proprietors dealing start-up pricing for their goods and services, arguing that effective pricing can be the difference between instant success and miserable failure. There is no easy solution to the dilemma, and "Pricing

"Strategies for Small Business" is an ideal acquisition for fledgling business owners and for community library business collections. 3 of 3 people found the following review helpful. I go back to it every year. By pure coincidence I run an e-commerce party supply store and it was very informational the first time I read it but I do go back to it every now and then. It gives info on how to price your items and what not to do.

Small business owners are frequently faced with challenging pricing dilemmas. Should you give Bob a better deal than Joe? Should you jack up your prices in one big jump, or frequently in smaller increments? If you raise prices by \$1.00, will you make more money, or will you lose money because customers will go elsewhere? Pricing can make or break a small business.

About the Author Andrew Gregson has an M.Sc. in Economics. He has 26 years' business experience as a senior manager, consultant, and business owner and he has worked in the wholesale, distribution, manufacturing, and service sectors.