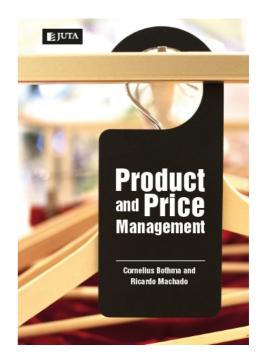


Product and Price Management

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About this Publication:

In today's competitive retail environment, where new products are being introduced daily, how do you attract customer attention to your new product, and how do you manage its success? But equally important is the price. Just what is the science of pricing?

Product and Price Management recognises that a product manager needs to maximise the value of a product, oversee all aspects of a product line in order to deliver superior customer satisfaction, and coordinate production with an understanding of the market's and customers' needs, while simultaneously providing a long-term competitive advantage for the company. It also focuses on the basics of pricing and conveys the choices and strategies surrounding price in a concise and practical manner. South African examples help illustrate the discussions, and the topics have been updated to reflect the current realities of the markets.

Key Topics

- Product management in a South African context
- The critical factors that enable better product performance in the marketplace
- Competitive product targeting and positioning
- Product management strategies and metrics
- The role of pricing in an organisation
- The relationship between value and pricing
- The role of pricing in a marketing mix
- The different pricing models and strategies
- Constraints affecting pricing
- Estimating demand and revenue relationships
- Understanding and setting pricing objectives
- Selecting an appropriate pricing level
- Setting a list or quoted price
- Adjusting a quoted price.

Contents Include:

Chapter 1 The product in a marketing context Chapter 2 Product gap analysis, differentiation and position Chapter 3 Product innovation and new product development Chapter 4 Product failure, obsolescence and servicing Chapter 5 Product packaging and labelling Chapter 6 The product life cycle Chapter 7 Product branding decisions Chapter 8 Product strategy and management Chapter 9 The nature and role of pricing in the organisation Chapter 10 Value Chapter 11 The role of pricing in the marketing mix Chapter 12 The pricing model Chapter 13 Identifying pricing constraints Chapter 14 Estimating demand and revenue relationships Chapter 15 Pricing objectives Chapter 16 Selecting an approximate price level Chapter 17 Setting the list or quoted price Chapter 18 Adjustments to the list (or quoted) price Chapter 19 Product innovation Chapter 20 Technological innovations and sustainable development

Of Interest and Benefit to:

This book is aimed mainly at undergraduate students of Commerce and Marketing. It will also prove useful to students in the Management disciplines, as well as practising product managers, professionals interested in learning about product management in R&D, branding and logistics, entrepreneurs and business owners.