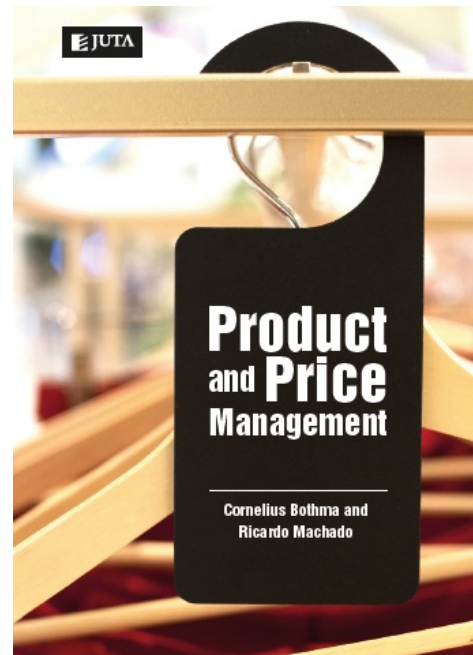


Product and Price Management

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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.