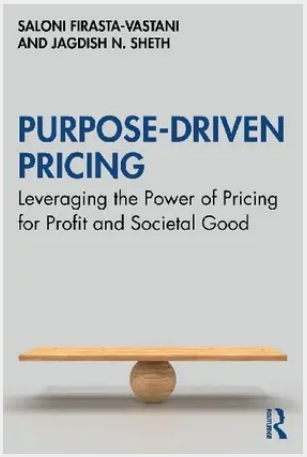
Firasta-Vastani / Sheth

Purpose-Driven Pricing

Leveraging the Power of Pricing for Profit and Societal Good



Pricing is frequently used as a key strategic lever for management to increase profitability. However, price can also be used as a lever for societal good. This book demonstrates how effective use of price can have positive societal impacts, such as helping to reduce carbon emissions, accelerating the adoption of eco-friendly products, and improving people's health outcomes and quality of life. This book, written by two leading thinkers on pricing strategy and practice, makes the important link between the ideals of purpose in organizations and the crucial tools of how to implement change using one of the fundamental levers at the disposal of the organization. It introduces the concept of leveraging the power of pricing for both profit and societal good and then clearly explains how it can be done. Price can be used to manage demand, incentivize consumer behavior, and influence change. The impact can be effective and quick, and it is not far-fetched to say that pro-social pricing can be utilized to preserve the environment, educate citizens, promote arts, alleviate poverty, and improve health. The book outlines how corporations, governments, civil society organizations, and collaborators can use pricing power to manage the adoption of products and services across B2B and B2C. Pricing strategies include innovating, unbundling, unpackaging, collaborating, implementing new monetization models, and applying learnings from behavioral pricing. Executives of corporate and business strategy and those dealing with brand portfolios, sustainability, social and health equity will find profound insights in this book. It will also be valuable in executive training and for graduate students.

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