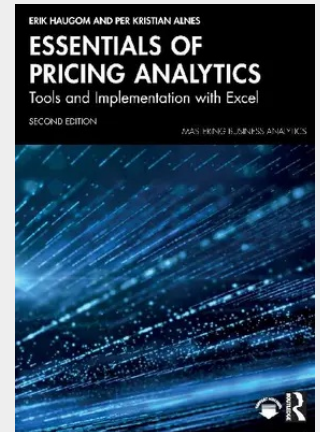


Essentials of Pricing Analytics

Tools and Implementation with Excel

This second edition of Essentials of Pricing Analytics provides a comprehensive introduction to pricing as a tactical business function and is a practical toolbox for implementing solutions to diverse pricing challenges. Beyond theoretical perspectives, the second edition of Essentials of Pricing Analytics demonstrates practical implementations of analytical tools using global case studies. Covering fundamental pricing theory, break-even analysis, price sensitivity, optimization techniques, revenue management, and ethical considerations, the updated edition features new content on price differentiation, and AI applications in pricing strategy. It also expands on implementation examples to include R and Python alongside Excel. This accessible text is ideal for advanced undergraduate, MBA, and postgraduate students of pricing strategy, entrepreneurship, marketing strategy, and operations, as well as practitioners seeking effective methods to implement pricing strategies and maximize profits. Online resources include Excel templates, R and Python scripts for most examples covered in the book, a comprehensive test bank, and PowerPoint slides for each chapter.

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