



Winning at PRICING: How High-Tech Product Managers Can Avoid Common Mistakes That Defeat Pricing Strategies

Dawn Pugh

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Improving a marketing strategy for products in the high-tech industry involves: • Value communicated to the buyer in the product positioning that lowers buyer costs or raises buyer performance • Competitive advantage uniquely created for buyers in ways other than selling to them at a lower price • Time-tested strategies utilized with non-traditional pricing tactics that make value obvious to the buyer

Winning at PRICING: How High-Tech Product Managers Can Avoid Common Mistakes That Defeat Pricing Strategies is dedicated to showing readers the best practices for pricing a product. Written specifically for high-tech product managers, the book instructs readers how to win at pricing by teaching them to avoid the common mistakes that defeat pricing strategies. A fantastic resource for product managers, sales representatives, and executives in the high-tech industry, Winning at PRICING expertly guides readers toward the creation of competitive advantage that will make buyers less reluctant to pay a premium price. Incorporating excerpts from Michael E. Porter's Competitive Advantage: Creating and Sustaining Superior Performance, Dawn L. Pugh's Winning at PRICING uses a blend of new strategies and established practices to create a definitive resource for product managers. A leading authority on the competitiveness and economic development of nations, states, and regions and the application of competitive principles to social problems such as health care, the environment, and corporate responsibility, Porter is the foremost expert on competitive strategy. Combining time-tested strategies with innovative ways to establish value and create competitive advantage, this priceless resource is a must read for anyone in the high-tech industry.

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