



## Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table

By Reed K Holden

BRILLIANCE AUDIO, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Bad pricing is a great way to destroy your company s value, revenue, and profits. With ten simple rules, this audiobook shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.



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