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The eight articles in this collection were originally published in the Harvard business review between 1950 and 2005. The oldest piece on pricing policies for new products has been updated by original author Joel Dean (business economics, Columbia U.) to consider segmentation pricing, the cost compression curve, and the role of inflation. ([c]2009 Book News, Inc., Portland, OR)

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Book: Harvard Business Review on Pricing. Summary: Finding the right price for your product or service often feels more like an art than a science. Price a product too high and you may limit your market. Price too low and not only will you leave money on the table, you may damage your brand or, even worse, ignite a competitive price war.

*Book: Harvard Business Review on Pricing : PricingHub ...*

The 'Harvard Business Review on Pricing' shows readers how even a tiny improvement towards the 'right price' can create real bottom-line results. The text also covers why small improvements in quality can support big changes in price, and how to time price changes based on a product's perceived value.

*Harvard business review on pricing. (Book, 2008) [WorldCat ...*

I bought this book in an airport bookstore thinking it would be a good review of pricing and price management. The series of articles from HBR was a perfect start in returning to pricing analysis and price optimization. Be forewarned, the topics are not in-depth but rather introductory material.

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