



Practical Pricing for Results

Ian Ruskin-Brown

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This book provides entrepreneurs with a practical guide on how to set and manage the pricing of both the products and services that they offer. It outlines the process of deriving a pricing strategy first, and then monitoring the profit implications of any pricing decisions made. In a logical, sequential format, the author sets out basic financial tools such as the Profit and Loss Account, and explains how best to understand, and negotiate within, the business to business and business to consumer markets. In a climate of market instability, the book is a timely examination of pricing as an essential practical discipline in the business world.

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