



# Pricing Strategies: A Marketing Approach

By Robert M. Schindler

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Written by a leading pricing researcher, **Pricing Strategies** makes this essential aspect of business accessible through a simple unified system for the setting and management of prices. Robert M. Schindler demystifies the math necessary for making effective pricing decisions. His intuitive approach to understanding basic pricing concepts presents mathematical techniques as simply more detailed specifications of these concepts.

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This book is consistent in its treatment, thorough, correct in scholarship, and well-researched. An impressive achievement given the breadth and complexity of the area. (Randolph E. Bucklin 2011-09-02)

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