



Resisting Pricing Pressure In Recession & Recovery

Rupert Hart

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The fastest way to drop profits is to drop prices. So how to resist pricing pressure? This book shows 7 ways: applying key pricing concepts, optimizing your positioning, using game-changing pricing, even raising prices, managing price reductions, marginal pricing, and aggressive lowest cost base pricing. Rupert Hart MBA has been an operating manager and marketing executive through several downturns with two decades of hands-on experience in advising companies on recession strategy. He is the author of 5-star-rated "Recession Storming: Thriving in Downturns through Superior Marketing, Pricing and Product Strategies." This "BizBones" book is on a single specific subject (just the "bones") and designed to be read in one hour by a busy manager. Books in the bizbones series cover: Recession 101: Understanding the Business Environment), Winning New Customers, Resisting Pricing Pressure, Advancing with New Product-Offerings. Essential reading for all managers.

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