

# WINNING THE PROFIT GAME SMARTER PRICING SMARTER BRANDING%0A

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## **Winning the Profit Game Smarter Pricing Smarter Branding**

Winning the Profit Game Smarter Pricing, Smarter Branding by Robert G. Docters, Michael R. Reopel, Jeanne-Mey Sun and Stephen M. Tanny Winning the Profit Game reveals the key to success: pricing which is integrated with brand management, cost management, and product development. Whatever the goal, such as market penetration, customer

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## **Winning the Profit Game Smarter Pricing Smarter Branding**

Winning the Profit Game reveals the key to success: pricing, integrated with brand management, cost management, and product development. Whatever the goal - such as market penetration, customer retention, or increasing margins - "the strategy should be reflected in the price."

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Winning the profit game : smarter pricing, smarter branding. [Robert G Docters;] -- "In Winning the Profit Game, the authors offer a simple but powerful solution - to keep improving the bottom line, your organization must now shift its sights and focus on growing the top line.

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**Winning the profit game smarter pricing smarter**

Get this from a library! Winning the profit game : smarter pricing, smarter branding. [Robert G Docters;] -- Business must focus on the links between its top line (revenues) and its bottom line (profits). This work traces exactly what those connections are and how getting smart about top line strategy helps

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