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Strategy illustrates

how companies

implement innovative

pricing strategies,

such as customer

value-based pricing.

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Tactics deals with

innovative tools to

measure and increase

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customer willingness
to pay and to
communicate value to
B2B and B2C
customers.

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The editors define
'innovation in pricing'
as 'instances in
which companies

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innovate their pricing strategies, tactics, or organisation, or where companies use an understanding of consumer psychology to change customer perceptions of value and price'.

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November 2012

Written by Andreas
Hinterhuber, Stephan
Liozu Routledge.

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substantial and
immediate impact on
profitability. Most
companies, however,
still use costs or

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customer satisfaction
and company profits;
too many companies
today see pricing as a
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and their customers.

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perspective
emphasises the
importance of

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changes in relative prices in driving the direction of technical change. These approaches are associated with several concepts that are fundamental to contemporary innovation theory. The evolutionary model includes the concept of

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Innovation in Pricing Strategy illustrates how companies implement innovative pricing strategies, such as customer value-based pricing. Innovation in Pricing Tactics deals with innovative tools to

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measure and increase customer willingness to pay and to communicate value to B2B and B2C customers.

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Pricing has a substantial and immediate impact on

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profitability. Most companies, however, still use costs or competition as their main basis for setting prices. Product or business model innovation has a high priority for many companies, yet innovation in pricing received scant attention until the first edition of this

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companies whereas innovation in pricing has received scant attention. This book examines how innovation in pricing can drive profits.

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