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Title: Pricing of Mobile Energy Storage Containers for Ships

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In my 15-plus years of working with companies & teaching courses on pricing strategies to MBA students, I have found value-based pricing (also known as "value pricing") ...

Companies often crimp profits by using discounts to attract price-sensitive customers and by failing to give high-end customers reasons to spend more. A multilayered offering can use a ...

Pricing expert Rafi Mohammed warns against hasty changes to keep customers.

Setting a pricing strategy is never easy, but amidst unpredictable tariffs, global realignments, and recession fears, it's an even greater high-stakes balancing act.

In today's fast-paced world of digital retailing, the ability to revise prices swiftly and on a large scale has emerged as a decisive differentiator for companies. Many retailers now track ...

Find new ideas and classic advice for global leaders from the world's best business and management experts.

You can avoid the downsides of dynamic pricing with some basic guardrails, overrides, and communication tactics.

With the looming specters of inflation and tariffs, pricing is especially tricky these days. However according to Rafi Mohammed, a pricing expert, companies aren't particularly ...

During an era of high inflation, many companies raise prices repeatedly, which risks alienating customers. Bundled pricing can be a powerful alternative strategy. Consider Chili's "3 For Me ...

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With inflation high, a global recession possible, and consumers spending carefully, many companies are concerned about preserving profit margins. In this article, pricing consultant ...

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