

Impact Pricing: Your Blueprint For Driving Profits By Mark Stiving



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Impact pricing: your blueprint for driving profits by mark stiving

Pricing strategist Mark Stiving dares you to take a fresh look at the framework behind your product price, and asks—how can you make a greater impact?

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Impact Pricing: Your Blueprint for Driving Profits. By Mark Stiving, Entrepreneur Press Reviewed 17 Nov, 2011. This books is targeted for the small business

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Mark Stiving is a respected pricing expert with a Ph.D. in Marketing authored the book, Impact Pricing: Your Blueprint for Driving Profits which

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Impact pricing: your blueprint for driving profits: mark stiving

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Mark Stiving's first book, Impact Pricing: Your Blueprint for Driving Profits, came out in August to excellent reviews.

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He is the author of Impact Pricing and writes a popular blog PragmaticPricing.com. If your goal is not to make a profit, then what is it?

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A recognized pricing expert, Mark Stiving, PhD, MBA, helps companies boost revenue Mark's book, Impact Pricing:Your Blueprint for Driving Profits (EP Press

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