

Power Pricing How Managing Price Transforms The Bottom Line

jan 29 2026 find new ideas and classic advice for global leaders from the world's best business and management experts

may 28 2025 pricing expert rafi mohammed warns against hasty changes to keep customers

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

may 1 2023 key topics include pricing strategy, dynamic pricing, market research, supply and demand, innovation, media, entertainment, professional sports, and the travel and tourism industry

jan 29 2026 parcel shipping is rapidly shifting from predictable static pricing to dynamic rates that fluctuate with demand, capacity, and customer characteristics. This shift, led by UPS and FedEx

jul 28 2025 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 good at setting

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

to respond to a volatile inflation crisis, should the CEO of Burger Bites, a fictional fast-food chain, introduce dynamic pricing to its restaurants? The company's input costs are increasing

aug 14 2024 you can avoid the downsides of dynamic pricing with some basic guardrails, overrides, and communication tactics

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 mult-tiered offering can use a stripped

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