

ADVANCES IN BUSINESS MARKETING &
PURCHASING VOLUME 19

**VISIONARY PRICING:
REFLECTIONS AND
ADVANCES IN HONOR
OF DAN NIMER**

EDITED BY

GERALD E. SMITH

Carroll School of Management, Boston College, MA, USA



United Kingdom – North America – Japan
India – Malaysia – China

CONTENTS

LIST OF CONTRIBUTORS	<i>ix</i>
ABOUT THE EDITOR	<i>xi</i>
FOREWORD TO VISIONARY PRICING <i>Arch G. Woodside</i>	<i>xiii</i>
INTRODUCTION TO VISIONARY PRICING <i>Gerald E. Smith</i>	<i>xv</i>
SECTION 1: DAN NIMER	
ON DAN NIMER	<i>3</i>
ONE ON ONE, PRICING WITH DAN NIMER <i>Gerald E. Smith and Dan Nimer</i>	<i>5</i>
THE FOUNDING PRINCIPLES AND STRATEGIES OF PRICING <i>Gerald E. Smith and Dan Nimer</i>	<i>13</i>
SECTION 2: PRICING, STRATEGY, AND COMPETITIVE ADVANTAGE	
INTEGRATING MARKETING AND OPERATIONAL CHOICES FOR PROFIT GROWTH <i>Thomas Nagle and Lisa Thompson</i>	<i>47</i>
HOW PRICE CONSULTING IS COMING OF AGE <i>Hermann Simon</i>	<i>61</i>

INCORPORATING COMPETITIVE STRATEGY IN PRICING STRATEGY <i>George E. Cressman Jr.</i>	81
EMERGENT PRICING STRATEGY <i>Gerald E. Smith</i>	103
SECTION 3: THE DEFINING ROLE OF VALUE IN PRICING	
PRICE AND CUSTOMERS' PERCEPTIONS OF VALUE <i>Kent B. Monroe</i>	129
USING CASE ROI™ TO DETERMINE CUSTOMER AND SEGMENT VALUE IN THE BUSINESS-TO-BUSINESS ENVIRONMENT <i>Reed K. Holden</i>	153
LEGAL TOOLS THAT SUPPORT VALUE PRICING <i>Eugene F. Zelek, Jr.</i>	173
UNDERSTANDING VALUE – BEYOND MERE METRICS <i>E. M. (Mick) Kolassa</i>	195
CREATING VALUE WITH SALES PROMOTION STRATEGIES THAT AVOID PRICE DISCOUNTING <i>Takaho Ueda</i>	213
SECTION 4: PRICING CAPABILITY AND PRICING INNOVATION	
PRICING: FROM GOOD TO WORLD CLASS <i>Craig Zawada and Mike Marn</i>	259

PRICING SOFTWARE: TEN PREDICTIONS FOR THE FUTURE	
<i>Allan Gray, Michael Lucaccioni, Jamie Rapperport and Elliott Yama</i>	275
CAPTURING THE VALUE OF PRICING ANALYTICS	
<i>Chuck Davenport, John Norkus and Michael Simonetto</i>	299
PREPARE YOUR PRICING OPERATIONS FOR CHANGE	
<i>Navdeep S. Sodhi</i>	335
ABOUT THE AUTHORS	357