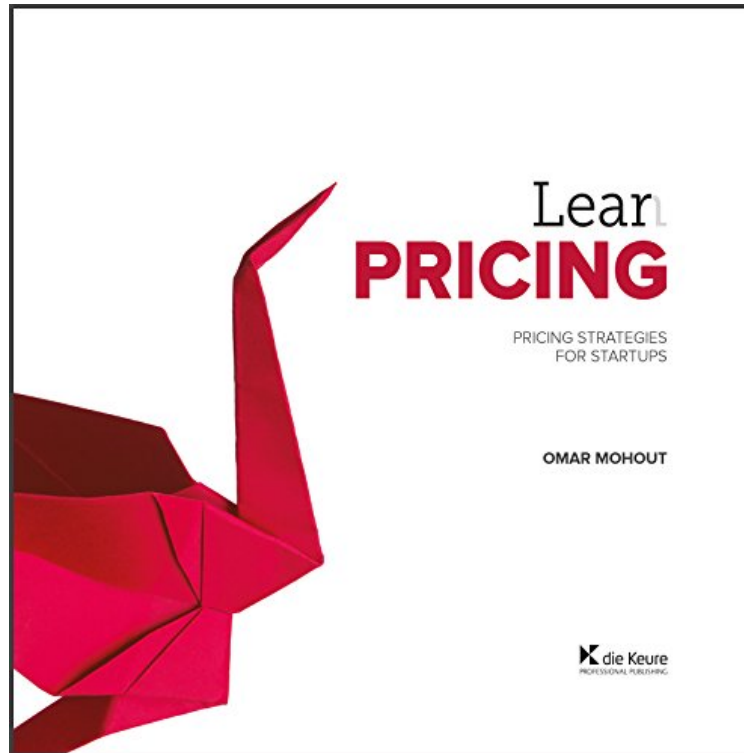


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Lean Pricing: Pricing Strategies for Startups

Omar Mohout

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Omar Mohout : Lean Pricing: Pricing Strategies for Startups before purchasing it in order to gage whether or not it would be worth my time, and all praised Lean Pricing: Pricing Strategies for Startups:

2 of 2 people found the following review helpful. Real-world guidance on how to set a price for your productBy Ellen OlenskaIn a startup, the price of your product can determine your success or failure. Price it wrong and your business model may not survive long enough to pay off. Lean pricing shows exactly why most business school pricing theories don't work for lean startups and then gives you the tools not only to set a price, but present it to your customers. The author presents complex information in an easy to read, visually beautiful framework that uses real-life examples to help you understand each step. It also makes you knowledgeable enough to argue for the price you decide to set with any VC's or investors. This should be a textbook in every entrepreneurship class, but it's so readable that anyone can use it as they figure out how to price their product or services. Best of all, the author never forgets that every minute of your startup you're burning precious cash against a future payday and presents everything in a way that shows he really understands the life of startups. The explanation of Freemium tactics and their conversion rates is worth the price of the book alone.I first saw the author present a seminar on measuring the effectiveness of advertising and marketing budgets for lean startups in Brussels in 2013 and it was terrific, hope he'll write a book on that soon! I've already given a copy of this book as a gift to some startup friends and they wound up completely rethinking their pricing strategy. It's that good.1 of 1 people found the following review helpful. Really great informative book, but don't expect a guidance to your best pricing strategyBy CustomerHaving no background at all in pricing, it's a really great informative book with examples on possible pricing strategies.Even

though for sure some suggestions will stick for long, no 5 stars as it doesn't guide the reader in choosing his/her right pricing model. At the end one still needs to start from scratch in choosing and tuning his pricing strategy (at least that's how I felt it). 0 of 0 people found the following review helpful. Clear and Helpful
By Pat Fierro
This book explained pricing in a very simple and concise way and really did a great job of the "why" behind each pricing tactic.

Pricing is hard as it determines your market position, whether your customers buy from you and whether you can provide the level of service required by those customers. Lean Pricing is a practical toolkit that will positively influence your pricing strategy, revealing insights in the different pricing methods and tactics used by successful companies. You will discover a great number of case studies where these methods are successfully applied which will help you set-up or optimize your current pricing strategy. This book will answer the following key questions:

- What price can you ask?
- What pricing strategy will you adopt?
- Whether you launched a startup or work for a big tech company is not important. As long as you believe that pricing plays a key role in your success, this book will provide the guidance, insights and inspiration you need.

Lean Pricing is part of the Lean series, a series of books tackling the challenges that technology entrepreneurs and companies are facing. A must-have for startups.

EXCERPT
The aim of this book is to provide insights in the different pricing methods, strategies and tactics to set pricing, as well as plenty of case studies where these methods are successfully applied. This is not a book for people that are looking for complex economic theories around price setting. It is rather a no-nonsense, ready-to-apply comprehensive guide for creating and reviewing your pricing strategy that will serve as a work of reference for a long time to come.

ABOUT THE AUTHOR
Omar Mohout is a Growth Engineer. He is an expert in building repeatable, scalable customer acquisition engines for born-on-the-web companies. Omar is an entrepreneur that turned startup advisor mentor.