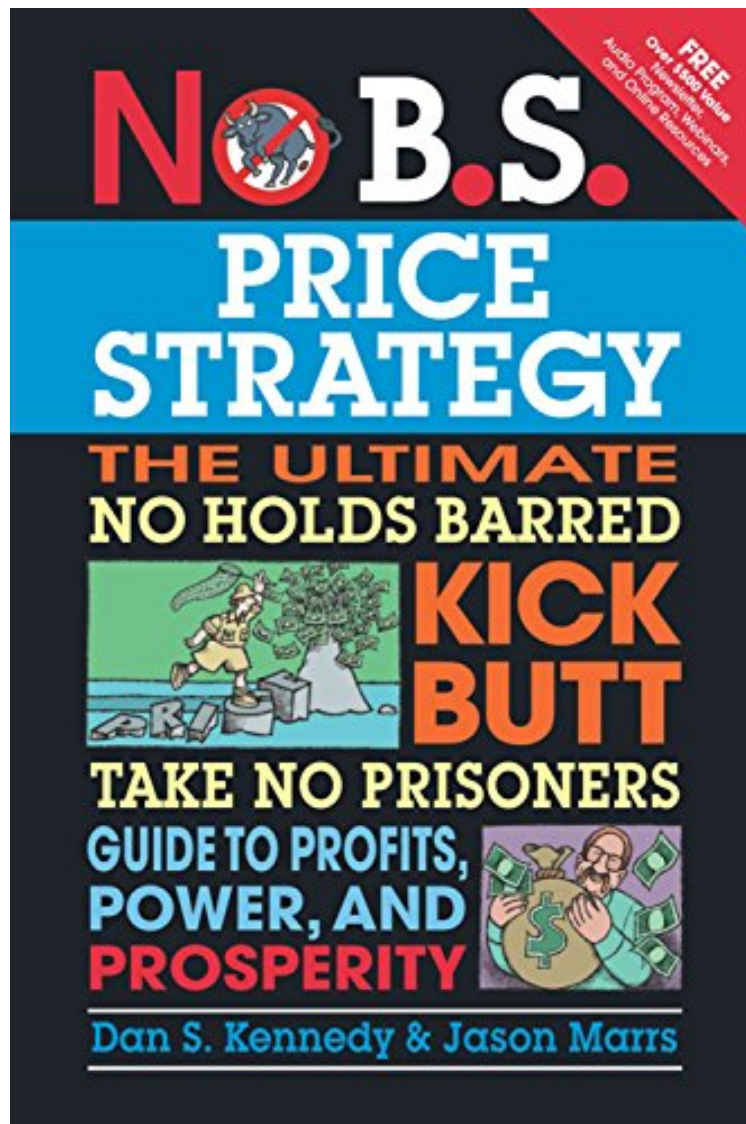


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No B.S. Price Strategy: The Ultimate No Holds Barred Kick Butt Take No Prisoner Guide to Profits, Power, and Prosperity

Dan S. Kennedy, Jason Marrs

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2 of 2 people found the following review helpful. Excellent information at the priceBy Loren WoirhayeMuch of the

information in here is nothing new if you are already familiar with Dan Kennedy's general gist. He's been talking about premium prices now for many years; this book largely summarizes his thoughts and experience on the matter. Despite the predictable content for readers familiar with Dan Kennedy/Jay Abraham (et al) school of business thinking, there is some brainy stuff in the back. The more complex arithmetical stuff draws from Larry Steinmetz's work. Kennedy gives credit where due to Steinmetz, but if you really want to grasp the nuances of Steinmetz's pricing and sales tactics, you should be reading Steinmetz as well. Overall it's pretty good and a great value in terms of knowledge passed for the price... which Kennedy mentions and explains why the book includes such high quality information at a such a modest price; low-price, high grade entry-level, bookstore friendly information products are an important part of his lead generation system. Some of these no B.S. books are better than others. As a general rule, the more chapters in the book Kennedy wrote, the better the book. He is really in a class of his own and his co-authors are seldom at the same tier in terms of profundity and articulation of the ideas. 0 of 0 people found the following review helpful. Solid book, 'Must Read', but you'll need more than just this to understand and implement a new pricing strategy. By Ryan T. Helpful book for sure. Worth a solid 4 stars, but not enough for 5 stars as a standalone book. Additional resources will be necessary, including one or more of Kennedy's other books such as marketing to the affluent, trust based marketing, as well as sales oriented books like "Crush Price Objections" by Reilly, etc. 0 of 0 people found the following review helpful. Why you should charge more - emotional customer value By Mark W. Bohrer Kennedy's No B.S. books have been great guides to marketing (and business) success for years, and this one on price is equally good. Kennedy and his co-authors give you the psychological barriers to higher pricing and how to overcome them, plus example marketing pieces and strategies from wildly successful entrepreneurs. Not a nuts and bolts how to book, but there's enough here to make it worth your while.

Millionaire maker Dan S. Kennedy and pricing/marketing strategist Jason Marris empower small business owners to take control of their profits by taking charge of the source: their price. Entrepreneurs are dared to re-examine their every belief about pricing and take a more creative, bold approach, using price to their extreme advantage and allowing them to be as profitable as possible. Liberating small business owners from all fear and timidity toward pricing, Kennedy and Marris teach small business owners uncover how to avoid the 9 ultimate price and fee failures including excess concern about competitors' lower prices, attracting customers who buy by price, and not offering premium pricing options. They also reveal how to discount without damage, the secret to price elasticity, how to break free from the price-product link, and, most importantly, how to set prices for the greatest profits. Kennedy and Marris disclose little-known revelations about the power of pricing including: the 9 ultimate price and fee failures the trick behind discounting without devaluing the 5 price-related propositions to be concerned with the million-dollar secret behind FREErdquo; how to win price wars with competitors Covers pricing strategies specific to recessions