

Smart Pricing

How Google, Priceline,
and Leading Businesses
Use Pricing Innovation
for Profitability

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Contents

	About the Authors	xi
Introduction:	Fingerprints of the Invisible Hand.	1
Chapter 1:	“Pay As You Wish” Pricing	19
Chapter 2:	Why the Best Things in Life Are Free.	41
Chapter 3:	The Art of Price Wars	59
Chapter 4:	Thinking Small.	79
Chapter 5:	The Automatic Markdown	101
Chapter 6:	Name Your Own Price.	119
Chapter 7:	Subscribe and Save: Pricing for Marketing Profitability	139
Chapter 8:	The Snob Premium	161
Chapter 9:	Pay if it Works	181
Chapter 10:	Conclusion	201
	Index	207