

Pricing for 19-inch Data Center Server Racks

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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 ...

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 ...

You can avoid the downsides of dynamic pricing with some basic guardrails, overrides, and communication tactics.

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 ...

Key topics include: pricing strategy, dynamic pricing, market research, supply and demand, innovation, media, entertainment, professional sports, and the travel and tourism industry.

With inflation high, a global recession possible, and consumers spending carefully, many companies are concerned about preserving profit margins. In this article, pricing consultant Rafi Mohammed ...

Find new ideas and classic advice for global leaders from the world's best business and management experts.

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 multitiered offering can use a stripped ...

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