

# Markets, Decisions, And Organizations: Intermediate Microeconomic Theory

## CHAPTER 9

### PRICING THEORY AND PRACTICE IN MANAGING BUSINESS-TO-BUSINESS BRANDS

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#### ABSTRACT

*This paper includes an examination of two key issues on price decisions: (1) how should price decisions be made (the strategic and normative issue) within market contexts, and (2) how are price decisions actually made (the execution and implementation of price decisions). The paper closes with some observations useful for applied research and strategies for making effective pricing decisions. The propositions and literature review show that one pricing strategy does not fit a brand in all market contexts that brand executives experience annually in managing brands. Setting specific price points requires continuing deliberate management responses to dynamic market contexts. This paper provides useful sense-making conjunctive steps to accomplish such deliberate thinking effectively relevant for different market contexts.*

Pricing decisions are usually challenging but are especially vexing in periods of rapidly changing costs and market uncertainty. For example, manufacturers and service providers wrestle frequently with how to pass on dramatic

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