



# Netflix Prices

**Pervez Ghauri, Philip Cateora**

## **Netflix Prices:**

**The Strategy and Tactics of Pricing** Thomas T. Nagle, Georg Müller, Evert Gruyaert, 2023-07-31 The Strategy and Tactics of Pricing is the most well established and influential strategic pricing text available relied on by practitioners and students globally as a core guide for value based pricing The book explains how to balance the ability to create and extract value through from markets by managing pricing decisions in a more strategic and profitable manner Rather than calculating prices to cover costs or to achieve sales goals readers will learn to frame more strategic choices that proactively influence customer perceptions of value manage internal costs and profitably shift demand curves This edition features new discussions on harnessing concepts from behavioral economics as well as a refined value cascade to help organize the topics covered in this book Readers will also benefit from Major revisions to more than a third of the chapters including an expanded discussion of the role of artificial intelligence and machine learning analytics tools to assist in the evaluation of new pricing opportunities Discussion of many of the new pricing and revenue recognition models such as consumption based pricing outcomes based pricing and others An expanded discussion on Special Topics in Pricing that cover many of the transformative pricing moves successful companies have made in the past few years in response to major disruptive forces such as the pandemic as well as re emergent inflation In chapter textboxes and call out to highlight different pricing concepts in action using actual examples of companies addressing market challenges Chapter summaries and visual aids to help the reader better understand the ideas and concepts presented throughout this book This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic price management and achieving commercial excellence for their organizations Additional online resources include PowerPoint slides and an instructor s manual including exercises mini cases and examination questions

**EBOOK: International Marketing, 5e** Pervez Ghauri, Philip Cateora, 2021-08-16 In its 5th edition International Marketing guides students to understand the importance of international marketing for companies of every size and how going international can enhance value and growth It provides a solid understanding of the key principles and practices of international marketing The text has been thoroughly updated to reflect the most recent developments in the current business environment and encourages students to critically engage with the content within the context of modern life Key Features A new chapter dedicated to Digital and Social Media Marketing Fully updated pedagogy including Going International vignettes and End of Chapter questions Brand new examples and case studies from global and innovative companies including Red Bull Gillette and Audi Now includes Interactive activities Testbank questions and Quizzes available on Connect International Marketing is available with McGraw Hill s Connect the online learning platform that features resources to help faculty and institutions improve student outcomes and course delivery efficiency International Marketing continues to be an essential subject in any business or management degree Ghauri and Cateora s book now in its fifth edition provides a most up to date and authentic evolution of the subject George S

Yip Emeritus Professor of Marketing and Strategy Imperial College Business School Professor Pervez Ghauri teaches International Business at Birmingham Business School He is Founding Editor for International Business Review IBR and Consulting Editor for Journal of International Business Studies JIBS Philip R Cateora is Professor Emeritus at the University of Colorado His teaching spanned a range of courses in marketing and international business from fundamentals through to doctoral level

*Marketing* Robert W. Palmatier, Andrew Crecelius, 2025-02-20 An introduction to marketing theory and practice based around Palmatier's acclaimed first principles this textbook provides a global perspective and an abundance of engaging case studies Palmatier's four principles all customers differ all customers change all competitors react all resources are limited provide a framework for understanding the diverse and idiosyncratic world of modern marketing Whether offline or digital B2C or B2B products or services domestic or international the same principles apply This textbook dives headfirst into marketing controversies Unique learning features Marketing Fail and Shades of Grey capture the messy reality of the business world and encourage students to reflect critically on both sides of a debate A focus on application means that a large share of the text is devoted to case studies featuring contemporary organisations such as Beyond Meat Zoom IKEA and the World Health Organization The perfect textbook for introductory modules on the essentials of marketing

*Marketing Based on First Principles* provides a unique and dynamic approach allowing students to develop effective and flexible methods to deal with diverse and complex problems of marketing today

*Managerial Economics, International Adaptation* William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky, 2022-04-26 Managerial Economics introduces undergraduates MBAs and executives to the complex decision problems today's managers face providing the knowledge and analytical skills required to make informed decisions and prosper in the modern business environment Going beyond the traditional academic approach to teaching economic analysis this comprehensive textbook describes how practicing managers use various economic methods in the real world Each chapter opens with a central managerial problem challenging readers to consider and evaluate possible choices and concludes by reviewing and analyzing the decision through the lens of the concepts introduced in the chapter Extensively updated throughout this International Adaptation makes use of new central managerial problems and case studies from across the world to discuss the foundational principles of managerial economics illustrate key concepts and strengthen students critical thinking skills Favoring practical skills development over complicated theoretical discussion the book includes mini problems and spreadsheet problems that reinforce students quantitative understanding without overwhelming them with an excessive amount of mathematics

*The Wall Street Journal*, 2009

**Stock Market Rules: The 50 Most Widely Held Investment Axioms Explained, Examined, and Exposed, Fourth Edition** Michael Sheimo, 2013-02-08 50 RULES FOR BEATING THE STREET IN ANY MARKET CONDITIONS The go to stock investing guide for more than a decade Stock Market Rules gives you the knowledge and clarity you need to invest like the wizards of Wall Street This proven guide reveals the unwritten rules on which Wall Street investors have long relied to help

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Business 2.0, 2005    Standard & Poor's Stock Reports, 2011-03    **The Hollywood Reporter**, 2008    U.S. News & World Report, 2008    Emergent Strategies for E-business Processes, Services, and Implications In Lee, 2009-01-01

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