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F. Livesey

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To Grace, whose affection is above price

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Preface

This book has been written with two main groups of readers in mind. The first comprises students taking courses in marketing or in those branches of economics which go under the heading of industrial or applied economics. It is hoped that such students will particularly benefit from the demonstration of how basic economic concepts can be brought to bear on a wide range of pricing decisions.

The second group comprises company executives who are involved in, or whose activities are affected by, pricing decisions. For these readers the main benefit of this book may be found in the comprehensive review of techniques and methods of pricing which are available. In reviewing these methods the author has kept two objectives firmly in mind. The first is to demonstrate that pricing decisions constitute a complex web, and that successful pricing requires an awareness of the many interrelationships among pricing decisions. The second objective has been to evaluate the individual methods or techniques in the light of the constraints which exist in company situations – imperfections of data, lack of time, etc.

Both groups of readers will, it is hoped, benefit from the fact that the results of the latest research into pricing decisions are presented, together with an extensive list of references which will prove useful to anyone wishing to pursue a particular aspect of pricing in greater depth.