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Confessions of the Pricing Man Hermann Simon, 2016, 221 pgs Chapter 1 tells us about how Hermann Simon was initiated into the world of pricing. Chapters 2-4 offer a bird's eye view of pricing including how pricing is central to the economy, the psychology of pricing, and how pricing and strategy are interlinked.

Confessions of the Pricing Man - Summary

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KEVIN MITCHELL, President, The Professional Pricing Society, Inc. "Hermann Simon is a man who can get upset about being offered a 35 percent discount on a new digital camera. His fascination with 'willingness to pay' is infectious. As much as any individual, he is behind the professionalization of pricing in the past couple of decades."

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than 40 years of experience in pricing research and practice with companies across the globe and across all major industries, he possesses the know-how to help organizations large, medium-sized, and small to improve their pricing acumen.

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