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Baker's latest work, Pricing on Purpose: Creating and Capturing Value, provides real-world examples and practical strategies that provide a framework for pricing optimization. His clarity of purpose and passionate call to action resonates in today's intellectual capital economy."

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[Pricing on Purpose: Creating and Capturing Value: Baker](#)

Pricing on Purpose explores the importance of pricing, one of the four Ps (product, promotion, place, and price) of marketing, that is largely ignored in business literature. Pricing is the opportunity for a business to capture the value of what it provides to the customer, and deserves as much attention as promotion, product and place in the marketing strategy of any business.

[Pricing on Purpose: Creating and Capturing Value - Ronald](#)

Pricing on Purpose: Creating and Capturing Value. " The business enterprise has two -- and only two -- basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business." Peter Drucker.

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Pricing is important since it defines the value that your product are worth for you to make and for your customers to use. It is the tangible price point to let customers know whether it is worth their time and investment. 1. Everything comes second to pricing. 2. Price optimization a huge impact on increasing profits

[Importance of Pricing: Why Pricing is Important for SaaS](#)

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Pricing Objectives. The objective once set gives the path to the business i.e. in which direction to go. The following are the pricing objectives that clears the purpose for which the business exists: Survival: The foremost Pricing Objective of any firm is to set the price that is optimum and help the product or service to survive in the market.

[What is Pricing in Marketing? definition and meaning](#)

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