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Price Elasticity of Demand and Marketing: Mastering elasticity to market strategically

John Story Ph.D.

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Strategic pricing requires an understanding of demand elasticity and how it impacts profitability. Price Elasticity of Demand and Marketing goes beyond the typical introduction to elasticity and explores strategic applications, supported by concrete examples. This book is enlightened by nearly 20 years of teaching marketing strategy to MBA students. It includes the concepts they have found most enlightening, presented in the manner they have found most helpful. Whether you are a student, or a practitioner, of marketing, this book will change how you think about price elasticity of demand as a strategic tool.

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