

## PHILADELPHIA UNIVERSITY LIBRARY

## Online Catalogue

## The strategy and tactics of pricing: a guide to profitable decision making



Author Nagle, Thomas T. (Author) Holden, Reed K. (Author)

Publication Data Upper Saddle River, New Jersey: Prentice-Hall, 2002

Edition 3rd ed.

Physical Description XXI, 398p

ISBN 0-13-026248-X

Subject Area Management

**Subject Headings PRICING MARKETING - DECISION MAKING** 

Call Number 658.816 NAG

Philadelphia University Library 2011