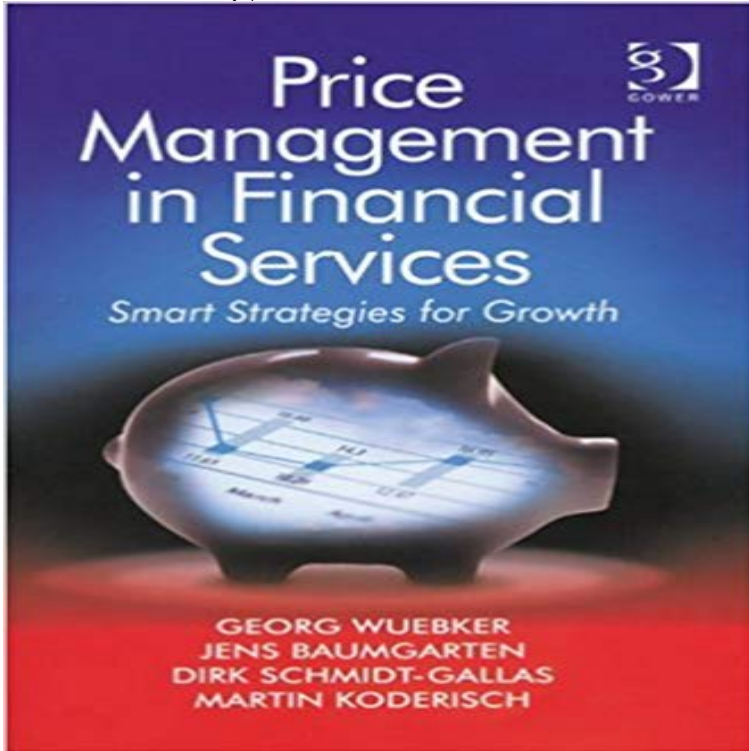


# Price Management in Financial Services: Smart Strategies for Growth



The financial services industry is undergoing a period of dramatic change. Deregulation has created an ultra-competitive marketplace and recent challenges like the worldwide subprime crisis, SEPA and Basel II have only intensified the need for financial services providers to shift their focus to customer centric Smart Profit Growth? strategies. Price Management in Financial Services shows how to utilize the modern techniques of value-based pricing to design professional pricing processes that go beyond the industrys current norm of purely risk and cost based pricing. The authors provide insight into strategic pricing concepts such as market segmentation, product bundling, multi-channel pricing and non-linear pricing and give an overview of advanced price optimization methods. The book serves as a step-by-step guide to long term profitable growth through professional pricing by familiarizing the reader with the concepts of price-response function management and price elasticity of demand. The book also includes a number of implementation strategies to incorporate Power Pricing into financial services institutions and includes a large number of Simon-Kucher & Partners international case studies that illustrate the enormous profit potential that lies in professional pricing.

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