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In the domain of pricing literature, there is nothing that touches Hermann Simon's seminal book "Confession of the Pricing Man." Interspersed with dozens of stories and examples, bringing together theory and practice, Simon lays a cogent and coherent roadmap to pricing excellence.

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Book Summary: Confessions of the Pricing Man by Hermann Simon

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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

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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"Hermann Simon is "The Pricing Man" and a giant within our discipline. With more 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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