



Pricing for Grid-Connected Photovoltaic Containers Used in Airports





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Rethink Your Pricing Strategies Amid Economic Uncertainty

Pricing expert Rafi Mohammed warns against hasty changes to keep customers.

How to Build a Dynamic-Pricing Strategy That Works

You can avoid the downsides of dynamic pricing with some basic guardrails, overrides, and communication tactics.



It's Time to Try Bundled Pricing

During an era of high inflation, many companies raise prices repeatedly, which risks alienating customers. Bundled pricing can be a powerful alternative strategy. Consider Chili's "3 For Me

How to Build a Better Pricing Strategy

But pricing strategy consultant Rafi Mohammed tells HBR IdeaCast host Sarah Green Carmichael that it's possible to make better decisions about pricing if you understand ...



Pricing strategy

Find new ideas and classic advice for global leaders from the world's best business and management experts.

A Step-by-Step Guide to Real-Time Pricing

In today's fast-paced world of digital retailing, the ability to revise prices swiftly and on a large scale has emerged as a decisive differentiator for companies. Many retailers now track



How to Think About Pricing in the Tariff Era

With the looming specters of inflation and tariffs, pricing is especially tricky these days. However according to Rafi Mohammed, a pricing expert, companies aren't particularly ...



Expand Your Pricing Paradigm

With inflation high, a global recession possible, and consumers spending carefully, many companies are concerned about preserving profit margins. In this article, pricing consultant ...



Setting a Pricing Strategy Amid Ever-Changing Tariffs

Setting a pricing strategy is never easy, but amidst unpredictable tariffs, global realignments, and recession fears, it's an even greater high-stakes balancing act.

The Good-Better-Best Approach to Pricing

Companies often crimp profits by using discounts to attract price-sensitive customers and by failing to give high-end customers reasons to spend more. A multilayered offering can use a ...





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