

Netflix Prices

Micheal Vincent

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Pricing Psychology: Setting Prices That Maximize Profit and Value Favour Emeli, 2025-01-17 Pricing is more than just numbers it s a powerful tool that influences customer perceptions drives purchasing decisions and determines your business s profitability Pricing Psychology is your ultimate guide to understanding the science and art of pricing helping you set prices that maximize profits while delivering undeniable value This book dives into the psychology behind how customers perceive value and make buying decisions Learn how to craft pricing strategies that appeal to your target audience leverage anchoring and framing techniques and use psychological triggers to make your offers irresistible Discover how to test price points create tiered pricing models and balance profitability with customer satisfaction Packed with actionable insights and real world examples Pricing Psychology equips you to overcome common pricing challenges navigate price sensitive markets and confidently position your products or services for success Whether you re an entrepreneur marketer or business leader this book provides the tools to turn pricing into a strategic advantage Because the right price isn t just about covering costs it s about maximizing value and profit Are you ready to unlock the secrets of pricing psychology Let Pricing Psychology show you how to price smarter and profit bigger Pricing Strategies for Scaling Up: Premium vs. Penetration Pricing Ikechukwu Kelvin Maduemezia, 2025-08-29 Price is more than a number it s a signal of value positioning and strategy For growing businesses choosing the right pricing approach can determine whether you scale profitably or struggle to survive Go too high and you risk scaring customers away Go too low and you may win sales but lose margins The key is knowing when to use premium pricing and when to use penetration pricing and how each impacts growth This book unpacks the psychology and strategy behind pricing decisions helping founders entrepreneurs and business leaders scale with confidence It explains how to align your pricing with your brand market and customer expectations while maximizing revenue potential Inside you ll learn The principles of premium pricing and why higher prices often attract better customers The benefits and risks of penetration pricing when entering new markets How to evaluate your industry competition and customer base to choose the right approach Hybrid pricing strategies that blend exclusivity with accessibility Practical tools for testing adjusting and optimizing your prices as you scale Whether you re launching a product expanding into new markets or scaling an established business this book will help you master pricing as a growth lever Because in business how you price is just as The Strategy and Tactics of Pricing Thomas T. Nagle, Georg Müller, 2017-11-20 The Strategy important as what you sell and Tactics of Pricing explains how to manage markets strategically and how to grow more profitably Rather than calculating prices to cover costs or achieve sales goals students will learn to make strategic pricing decisions that proactively manage customer perceptions of value motivate purchasing decisions and shift demand curves This edition features a new discussion on harnessing concepts from behavioral economics as well as a more streamlined value cascade structure to the topics Readers will also benefit from Major revisions to almost half of the chapters including an expanded discussion of big data

analytics and a revised chapter on Specialized Strategies which addresses timely technical issues like foreign exchange risks reactions to market slumps and managing transfer prices between independent profit centers A completely rewritten chapter on Creating a Strategic Pricing Capability which shows readers how to implement the principles of value based strategic pricing successfully in their organizations In chapter textboxes updated to provide walk through examples of current pricing challenges revenue models enabled by an increasingly digital economy and advances in buyer decision making explained through classic principles that still apply today Chapter summaries and visual aids which help readers grasp the theoretical frameworks and actionable principles of pricing analysis This comprehensive managerially focused text is a must read for students and professionals with an interest in strategic marketing and pricing A companion website features PowerPoint slides and an instructor's manual including exercises mini cases and examination questions *Netflix's Speculative Fictions* Colin Jon Mark Crawford, 2020-12-10 Netflix's Speculative Fictions Financializing Platform Television argues that Netflix's scaled expansion has hinged upon its ability not only to create but more importantly to communicate new forms and flows of potential value in platform capitalism wherein capital is mobilized not only from direct revenue streams but also the new value assigned to inputs and investments of data debt attention behavior taste time sociality and speculation To interpret and critique these new communications and projections of value Colin Jon Mark Crawford performs a discursive analysis of the platform television industry leader Netflix and its investor lore the multi sited narrative of value found in the company s investor relations materials and corporate communications such as letters to shareholders financial earnings reports executive interviews press releases and blog posts Netflix best represents the increasingly ubiquitous nexus of culture tech and finance industries that is platform television To better understand the emergent financial logics of this relatively new media industry we must first understand the speculative narratives and discourses of value which organize it Scholars of media studies television studies technology studies and economics will find this book particularly useful Price Peter J. Neumann, Joshua T. Cohen, Daniel A. Ollendorf, 2021-05-06 The Right Price provides an accessible guide to pharmaceutical markets and analytic techniques used to measure the value of drug therapies It unveils why the pricing of drugs continues to be so challenging and how public and private officials can create more informed policies to achieve the right balance between drug pricing and value **The Agility Factor** Christopher G. Worley, Thomas D. Williams, Edward E. Lawler, III,2014-07-22 A research based approach to achieving long term profitability in business What does it take to guarantee success and profitability over time Authors Christopher G Worley a senior research scientist Thomas D Williams an executive advisor and Edward E Lawler III one of the country's leading management experts set out to find the answer In The Agility Factor Building Adaptable Organizations for Superior Performance the authors reveal the factors that drive long term profitability based on the practices of successful companies that have consistently outperformed their peers Of the 234 large companies across 18 industries that were studied there were few companies that delivered sustained performance across the

board The authors found that across industries the most successful companies were not the usual suspects found in the media but companies who possessed a quiet agility that allowed them to quickly perceive and respond to changes so that they could continue to grow Agility gives organizations the ability to adapt to fluctuations in the environment test possible responses and implement changes quickly This book offers specific research based case studies to help organizational leaders use agility to achieve sustained profitability and performance while also becoming more adaptable to a changing marketplace For executives leaders consultants board members and all those responsible for the long term health of organizations this insightful guide outlines The components of agility for business organizations How to successfully build agility within an organization How agility has its foundation in good management practices How to use agility to gain a competitive advantage in the marketplace Digitales Pricing Frank Frohmann, 2018-08-07 Dieses Buch liefert neue L sungen und Ansatzpunkte fr ein professionelles Pricing im Zeitalter der Digitalisierung Der Autor entwickelt eine ganzheitliche und zugleich praxisbew hrte Methode die drei inhaltlich verbundene Ebenen miteinander verkn pft Gesch ftsmodell Erl smodell und Pricingprozess Er zeigt dass digitales Pricing weit ber eine Automatisierung von Pricingschritten hinausgeht Das vorliegende Buch bietet einen berblick ber Prozesse und Methoden der Gewinnoptimierung fr digitale Angebote sowie fr Produkte und Services deren Gesch ftsmodell sich durch die Digitalisierung ver ndern wird Zus tzlich zu den Auswirkungen der Digitalisierung auf das Preismanagement hat der Autor zahlreiche Erkenntnisse der Preispsychologie in die einzelnen Stufen des Pricingprozesses eingebettet Mit dieser ganzheitlichen und innovativen Methode gelingt eine konsistente Preisbildung mit bestm glicher Orientierung am Kundennutzen und gleichzeitiger Margenabsch pfung frdie Unternehmen Gro e Praxisn he und Beispiele aus bedeutenden Branchen z B Medien und Software Maschinenbau und Automobil sowie aus zahlreichen Servicesektoren machen das Werk zu einem wertvollen Leitfaden fr Entscheider und Pricingexperten Netflixed Gina Keating, 2012-10-11 Netflix has come a long way since 1997 when two Silicon Valley entrepreneurs Marc Ran dolph and Reed Hastings decided to start an online DVD store before most people owned a DVD player They were surprised and elated when launch day traffic in April 1998 crashed their server and resulted in 150 sales Today Netflix has more than 25 million subscribers and annual revenues above 3 billion Yet long term success or even survival is still far from guaranteed Journalist Gina Keating recounts the absorbing fast paced drama of the company s turbulent rise to the top and its attempt to invent two new kinds of business First it engaged in a grueling war against video store behemoth Blockbuster transforming movie rental forever Then it jumped into an even bigger battle for online video streaming against Google Hulu Amazon and the big cable companies Netflix ushered in such innovations as DVD rental by mail a patented online queue of upcom ing rentals and a recommendation algorithm called Cinematch that proved crucial in its struggle against bigger rivals Yet for all its success Netflix is still a polariz ing company Hastings is often heralded as a visionary he was named Business Person of the Year in 2010 by Fortune even as he has been called the nation s worst CEO

Netflix also faces disgruntled customers after price increases and other stumbles that could tarnish the brand forever The quest to become the world's portal for pre mium video on demand will determine nothing less than the future of entertainment and the Internet Drawing on extensive new interviews and her years covering Netflix as a financial and entertainment reporter Keating makes this tale as absorbing as it is important **Proceedings of the 2022 International** Conference on Bigdata Blockchain and Economy Management (ICBBEM 2022) Daowen Qiu, Yusheng Jiao, William Yeoh, 2022-12-28 This is an open access book As a leading role in the global megatrend of scientific innovation China has been creating a more and more open environment for scientific innovation increasing the depth and breadth of academic cooperation and building a community of innovation that benefits all These endeavors have made new contribution to globalization and creating a community of shared future With the rapid development of modern economic society in the process of economic management informatization has become the mainstream of economic development in the future At the same time with the emergence of advanced management technologies such as blockchain technology and big data technology real market information can be quickly obtained in the process of economic management which greatly reduces the operating costs of the market economy and effectively enhances the management level of operators thus contributing to the sustained rapid and healthy development of the market economy Under the new situation the innovative application of economic management research is of great practical significance 2022 International Conference on Bigdata Blockchain and Economic Management ICBBEM 2022 will be held on March 25 27 2022 in Wuhan China ICBBEM 2022 will focus on the latest fields of Bigdata Blockchain and Economic Management to provide an international platform for experts professors scholars and engineers from universities scientific institutes enterprises and government affiliated institutions at home and abroad to share experiences to expand professional fields to exchange new ideas face to face to present research results and to discuss the key challenging issues and research directions facing the development of this field with a view to promoting the development and application of theories and technologies in universities and enterprises **Electronic Commerce** Management for Business Activities and Global Enterprises: Competitive Advantages Lee, In,2012-06-30 Electronic Commerce Management for Business Activities and Global Enterprises Competitive Advantages is written as an e commerce textbook for undergraduate and graduate students in various business programs including information systems marketing computer science and MBA In addition to serving as a textbook in e commerce this book also provides an excellent repository for instructors researchers and industry practitioners for their research ideas theories and practical experiences In addition to regular topics traditionally taught in the classroom this textbook addresses the many new emerging ideas and applications and presents tools and techniques in all aspects of e commerce development and management in the global economy Watching TV Harry Castleman, Walter J. Podrazik, 2024-12-16 Castleman and Podrazik present a season by season

Watching TV Harry Castleman, Walter J. Podrazik, 2024-12-16 Castleman and Podrazik present a season by season narrative that encompasses the eras of American television from the beginning in broadcast through cable and now

streaming They deftly navigate the dizzying array of contemporary choices so that no matter where you start on the media timeline Watching TV provides the context and background to this multi billion dollar enterprise Drawing on decades of research the authors weave together personalities popular shows corporate strategies historical events and changing technologies enhancing the main commentary with additional elements that include fall prime time schedule grids for every season date box timelines highlighted key text and selected photos Full of facts firsts insights and exploits from now back to the earliest days Watching TV is the standard chronology of American television and reading it is akin to channel surfing through history The fourth edition updates the story into the 2020s and looks ahead to the next waves of change This new edition is the first to also be available in a digital format Successful Business Model Transformations in Disruptive Times Thomas Rudolph,Markus Schweizer,2024-06-17 The authors offer solutions for established corporations facing disruptive challenges Based on extensive research and discussion a unique management approach the High 5 approach has been developed to promote successful self disruption in established corporations At the center of this approach is the transformation of the core business The book supports the idea of permanent self disruption as the key to success for established players Successful Business Model Transformations in Disruptive Times is aimed at the management of various industries This book provides managers in established corporations with a theoretically sound and practical guide

Experiential Marketing Wided Batat, 2020-12-27 Experiential marketing has become an indispensable tool for all types of businesses across multiple sectors This book provides an all encompassing practical and conceptual map of contemporary experiential case studies which together offer insights into this exciting approach to customer experience Experiential Marketing incorporates 36 international case studies from 12 key sectors from technology consumer goods and B2B to luxury events and tourism sectors With a selection of case studies from leading brands such as Coca Cola Nutella Chanel NASA The New York Times Pfizer and Amtrak the reader will learn and practice the experiential marketing tools and strategies through these examples Expert testimonials practical applied exercises and the author's online videos provide both theoretical foundations and concrete application This is a must read for advanced undergraduate and postgraduate Marketing and Customer Experience students and an excellent teaching resource It should also be of great use to practitioners particularly those studying for professional qualifications who are interested in learning experiential marketing strategies and developing knowledge about the way big brands in different sectors are designing the customer experience online and offline Online material includes lecture slides a test bank of questions an instructor s manual and explanatory videos Developing Resilience in Disruptive Times Ajoy Kumar Dey, Ville-Veikko Piispanen, Shreya Mishra, 2021-02-10 The first half of the book presents case studies on how the pandemic has affected businesses management and communities and share insightful stories on tough decisions during midst and after the shock of the pandemic The second half of the book presents case studies on market positioning and business model transformations which provide us insight on customer loyalty and

satisfaction online reviews and children as a growing customer group This book comprises both research and teaching cases that offer new insights on business management The Science of Pricing Strategies Cybellium Ltd, 2024-10-26 Designed for professionals students and enthusiasts alike our comprehensive books empower you to stay ahead in a rapidly evolving digital world Expert Insights Our books provide deep actionable insights that bridge the gap between theory and practical application Up to Date Content Stay current with the latest advancements trends and best practices in IT Al Cybersecurity Business Economics and Science Each guide is regularly updated to reflect the newest developments and challenges Comprehensive Coverage Whether you re a beginner or an advanced learner Cybellium books cover a wide range of topics from foundational principles to specialized knowledge tailored to your level of expertise Become part of a global network of learners and professionals who trust Cybellium to guide their educational journey www cybellium com Content, Impact, and Regulation of Streaming Video Eli Noam, 2021-01-29 Along with its interrelated companion volume The Technology Business and Economics of Streaming Video this book examines the next generation of TV online video It reviews the elements that lead to online platforms and video clouds and analyzes the software and hardware elements of content creation and interaction and how these elements lead to different styles of video content Impact Pricing Mark Stiving, 2011-09-02 AM I PRICING RIGHT Every business owner is haunted by this fundamental question Expert pricing strategist Mark Stiving draws upon more than 15 years of experience in profitable pricing and delivers a practical plan to help you confidently answer Price it's most powerful marketing tool you have and the least understood Zeroing in on the areas where your efforts will generate the greatest impact Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans Be empowered to strengthen your pricing structure to withstand any conditions dramatically elevating your company performance position and profits for long term success Learn how to Set prices that drive your market position Correctly use costs to make profitable pricing decisions Implement value based pricing to charge what customers are willing to pay Use price segmentation to leverage value and capture new business Cash in on complementary products and product versions with portfolio pricing Prepare for changing conditions pricing strategically now Following in the footsteps of sited examples including Apple BMW McDonalds Mercedes and other market leaders learn how to create a powerful price strategy that does more than cover costs Pricing Power: Unlocking <u>Profit Potential through Strategic Science</u> Micheal Vincent, Delve into a comprehensive guide that unveils the secret tactics and techniques used by successful businesses to strategically price their products services and solutions Drawing on a wealth of research and real life examples this book offers a deep understanding of the factors influencing pricing decisions while providing practical insights to unleash the potential of your own organization Unleash the power of pricing science and unlock lucrative possibilities within your ventures Industrial Organization Paul Belleflamme, Martin Peitz, 2010-01-07 Industrial Organization Markets and Strategies provides an up to date account of modern industrial organization that blends

theory with real world applications Written in a clear and accessible style it acquaints the reader with the most important models for understanding strategies chosen by firms with market power and shows how such firms adapt to different market environments It covers a wide range of topics including recent developments on product bundling branding strategies restrictions in vertical supply relationships intellectual property protection and two sided markets to name just a few Models are presented in detail and the main results are summarized as lessons Formal theory is complemented throughout by real world cases that show students how it applies to actual organizational settings The book is accompanied by a website containing a number of additional resources for lecturers and students including exercises answers to review questions case material and slides Television's Streaming Wars Arienne Ferchaud, Jennifer M. Proffitt, 2023-11-03 This volume addresses contemporary debates and trends regarding the production and distribution content and audience engagement with the television streaming industry. The book interrogates the economics and structure of the industry questions the types and diversity of content perpetuated on streaming services and addresses how audiences engage with content from US and global perspectives and within various research paradigms Chapters address the television streaming wars including the debates and trends in terms of its production and competition diversity and growth of programming and audience consumption focusing on multiple platforms content and users This timely and creative volume will interest students and scholars working in television studies media industry studies popular culture studies audience studies media psychology critical cultural studies and media economics

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