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Gabriel Steinhardt

# Market-Value Pricing

Definitions, Concepts,  
and Processes for  
Market-Value Centric  
Pricing



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Gabriel Steinhardt  
Blackblot  
Caesarea, Israel

ISSN 2191-5482 ISSN 2191-5490 (electronic)  
SpringerBriefs in Business  
ISBN 978-3-030-10733-8 ISBN 978-3-030-10734-5 (eBook)  
<https://doi.org/10.1007/978-3-030-10734-5>

Library of Congress Control Number: 2018966593

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# Foreword

This book will help those responsible for making pricing decisions, both within a business setting and privately, understand the various considerations that impact the pricing process. It will aid in the efforts to price a product with a novel, clear, and structured process.

For over 7 years I have assisted Gabriel Steinhardt in his development of the product management body of knowledge, specifically the *Blackblot Product Manager's Toolkit*<sup>®</sup> (PMTK) product management methodology. This no-frills book which focuses solely on pricing is an extension of that previous effort.

The primary purpose of the *Blackblot Market-Value Pricing*<sup>™</sup> *Model* (MVP Model), which is introduced in this book, is to help companies and individuals become more successful in their product pricing efforts. With the release of this book, it is hoped that pricing will be demystified and viewed as a structured task.

This book provides the tools, concepts, and knowledge to perform pricing, but ultimately, it is up to the individual to make the actual product pricing decisions. Pricing is all about making business decisions, not mathematical calculations. There are no magic formulas for pricing.

Without the burden of overbearing analytical verbiage and with the intent of promoting readability, this intentionally succinct and practical book aims to provide readers with the knowledge and tools to partake in pricing activities in an organized and efficient way.

Daniel Stadler