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FOR IMMEDIATE RELEASE

Reed Holden to speak at Columbia Business School's Executive
Education Seminar "Strategic Pricing"

NEW YORK, NEW YORK (PRWeb)—April 17, 2008—Holden Advisors announced today that Dr. Reed Holden has been chosen to co-present at Columbia Business School's Executive Education seminar "Strategic Pricing," being held May 6-9, 2008, and in a fall session September 22-25, 2008, on Columbia's campus in New York City. Dr. Holden will team up with Dr. Noel Capon, R.C. Kopf Professor of International Marketing, to lead the seminar.

The curriculum will include Dr. Holden's latest book, *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table*.

"This seminar is perfect for upper-level and mid-level executives – especially those who analyze, recommend, or approve pricing strategies," states Holden. "Those executives who are introducing new products, facing significant price competition, or looking for new approaches to weathering a downturn in the economy will be especially interested in what this seminar has to offer."

The four-day program will provide attendees with strategies, tools and best practices for rigorously tackling pricing and profit growth issues at both strategic and tactical levels. It will prepare attendees to systematically identify practical opportunities within your organization for boosting profits through improvement in pricing. Attendees will leave the program with powerful new insights into pricing issues, and a new awareness of additional ways to drive business results via strategic pricing.

Attendees of the seminar will also learn how to:

- Set prices at levels that maximize profits
- Measure customers' willingness-to-pay—and learn how to shape it based on the value you create
- Understand which costs are relevant for pricing decisions
- Establish price levels that maximize profitability
- Anticipate competitive moves and design your strategy accordingly
- Segment the market and get different customers to pay more or less based on their perceived value
- Approach pricing decisions from the standpoint of customer lifetime value

- Understand how to align prices across the product-line for maximizing overall profitability
- Identify key leakage points between the list price and the final realized price – and ways to reduce the leakage
- Maximize the profitability of negotiated pricing deals

Reed Holden is a world class speaker and I am very excited to have him joining me as faculty for Columbia Executive Education's Strategic Pricing program," stated Professor Noel Capon, author of *Marketing Mavens*. Capon continued, "Reed Holden is a strong example of Columbia's commitment to bridging theory to practice. As a thought leader and practitioner in pricing, he brings a unique perspective to the seminar of leading edge pricing approaches with practical application to our attendees."

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For more information on Columbia Executive Education's Program on *Strategic Pricing*: please visit <http://www0.gsb.columbia.edu/execed/open/programs/pw.cfm>

About Columbia Business School Executive Education

Columbia Business School's renowned Executive Education creates a bridge between theory and practice by offering programs that deliver a rich, global perspective. Columbia's nondegree open-enrollment programs address individual development needs in leadership and strategy, marketing, and finance, providing executives with an understanding of powerful new academic approaches and their application to achieve results. Columbia Business School partners with custom clients on designing and executing organizational initiatives that enable a critical number of top-level executives to meet their corporation's strategic goals. Through Columbia's Institute for Not-for-Profit Management (INM), participants can enroll in programs that build organizational capacity and leadership in the not-for-profit and public sectors. For more information, please visit www.gsb.columbia.edu/execed

About Dr. Reed Holden

Dr. Reed K. Holden is Founder of Holden Advisors. His new book, co-authored with Mark Burton, called *Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table* (Wiley & Sons, 2008), is one of the top ten pricing books on Amazon.com. He consults to senior executives in Fortune 500 companies, and runs targeted sessions with management teams to jump-start change in go-to market strategies to improve profitability. For recent thoughts and comments and an opportunity to speak with Dr. Holden, please see his blog: <http://reedholden.wordpress.com>.

About Holden Advisors

Holden Advisors [<http://www.HoldenAdvisors.com>] is a pricing strategy, consulting and training firm that helps clients become confident about their pricing and achieve greater revenue and profits. To ensure success, Holden Advisors delivers analysis, strategy, processes and training that are analytically sound and closely integrated with a client's business culture.