

# AUGUST NEWSLETTER



## Dear Pricing Solutions Ltd.,

Welcome to Pricing Solutions' online community - the best way to stay afloat of global news and discussion in the pricing industry! We'll periodically send you our latest publications & articles, as well as information on important pricing workshops, seminars and events.

### New this month:

**Blog Entry** by Paul Hunt & Mei Chen Lee

[Steer clear of pitfalls in pricing research](#)

**Pricing for Researchers** article by Fred Puech

[Computing Price Elasticities with Regression Analysis](#)

**Blog Entry** by Paul Hunt

[Future of your price optimization strategy](#)

**SAVE THE DATE**

**COMING UP**

**European Pricing Forum Workshop Tour**  
[Learn More]

**PPS 24th Annual Fall Pricing Workshops and Conference**  
[Learn More]

**PPS 9th Annual European Pricing Workshops and Conference**  
[Learn More]

## More from the world of pricing...

### Pricing Solutions, Molson Coors Canada & Queen's School of Business win INFORMS Practice Price in Revenue Management & Pricing

Toronto-based Pricing Solutions Ltd. together with Molson Coors Canada and Queen's School of Business were awarded the 2013 INFORMS Revenue Management & Pricing Practice Prize. They were named this year's recipient for their outstanding application of revenue management and pricing management techniques in jointly developing the Price and Promotional Planning Model™. [Continue reading...](#)

**New book now available!**

### World Class Pricing: The Journey

World Class Pricing: The Journey is the indispensable roadmap for taking your pricing organization from its' current class to world class. It is built upon the **5 Levels of World Class Pricing** -



what has become the industry standard for tackling pricing improvement amongst pricing professionals. **[Order your copy today!](#)**



**Tel:** (416) 943-0505  
**International:** (1-866) 973-6678  
**Fax:** (416) 943-0507  
**Email:** [info@pricingsolutions.com](mailto:info@pricingsolutions.com)

---

[Click to view this email in a browser](#)

If you no longer wish to receive these emails, please reply to this message with "Unsubscribe" in the subject line or simply click on the following link: [Unsubscribe](#)

---

Pricing Solutions Ltd  
43 Colborne Street  
Suite 300  
Toronto, Ontario M5E 1E3  
Canada

[Read](#) the VerticalResponse marketing policy.

