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**“Kick the Discounting Habit” Kicks off Professional Pricing Society Conference**

**Dr. Reed Holden Shares Insights from Forthcoming Book, Pricing with Confidence Ten Ways to Stop Leaving Money on the Table**

CONCORD, MASS – October 18, 2007 – Dr. Reed Holden, founder of Holden Advisors, kicks-off the Professional Pricing Society’s 18<sup>th</sup> Annual Pricing Conference with a key message from his new book, *Pricing with Confidence: Ten Ways to Stop Leaving Money on the Table*. The book, co-authored by Reed Holden and Mark Burton, offers a break-through approach to making pricing and go-to-market decisions based on ten simple rules. Drawing on the Author’s extensive experience, *Pricing with Confidence* provides practical and actionable advice for executives wrestling with fierce competition and profit improvement goals. *Pricing with Confidence* is a roadmap for senior leadership in sales, marketing, finance and the pricing to work together to outperform competition.

“Reed Holden is a master of pricing and we are pleased to have him keynote our Annual Fall Conference on October 26<sup>th</sup>,” said Eric Mitchell, President of Professional Pricing Society. “One of the top priorities of the Pricing Society is to help pricing managers engage with their executives for important pricing decisions. This is the first book that addresses executives’ needs when making critical decisions

regarding their profit goals. It closes the gap from tactical work a pricer performs to big picture decision-making that companies need to make. It couldn't have come at a better time.”

“We believe that pricing is the management discipline that most impacts every function of an organization,” said author Reed Holden. “Issues confronted by sales, marketing, finance, research, and every level of leadership must attend to pricing in order to compete. *Pricing with Confidence* is a roadmap to delivering value and profits on a foundation of sound pricing.”

*Pricing with Confidence* is publishing by John Wiley & Sons February 2008. To learn more about the book, order a copy, and view upcoming seminars see: [www.pricingwithconfidencebook.com](http://www.pricingwithconfidencebook.com).

Corporations interested in learning more about Holden Advisors consulting services may contact Ann Marie Trebendis at [anmarie@holdenadvisors.com](mailto:anmarie@holdenadvisors.com).

### **About Holden Advisors Authors**

Reed Holden and Mark Burton are cofounders of Holden Advisors [www.holdenadvisors.com](http://www.holdenadvisors.com), a pricing consultancy that specializes in working across product, marketing, pricing and selling functions to improve pricing performance. Dr. Holden is an Adjunct Associate Professor at Columbia University. Mr. Burton and Dr. Holden have a long history of developing leading edge yet practical pricing processes for companies in a wide range of industries. They can be reached at: [mburton@holdenadvisors.com](mailto:mburton@holdenadvisors.com) and [rholden@holdenadvisors.com](mailto:rholden@holdenadvisors.com).

### **About The Professional Pricing Society**

The Professional Pricing Society is the only association that supports price decision makers and price management personnel from a wide variety of industries in over 50 countries. Pricing, Marketing, and General Management executives from Fortune 1000 and mid-sized firms are typical members of the Pricing Society. To find out more about the Annual Fall Conference in Orlando, Florida, October 24-26, 2007 go to: <http://www.pricingsociety.com>.