

The six pricing myths that kill profits



Thecasesolutions.com

The six pricing myths that kill profits



Thecasesolutions.com

Thecasesolutions.com Background/History

- On April 10, 1962, Colonel Anderson reached Thailand
- The area was a diamond mine and had a long history
- On February 10, 1963, the area would be part of Operation Eagle/Thunder
- On Friday April 10, they realized they would be over the border
- Colonel Anderson found out that there was a diamond mine. They decided to use the map.

Thecasesolutions.com

- Myth 1: Pricing is a zero-sum game
- Myth 2: Customers will always buy the lowest price
- Myth 3: Competitors will always undercut you
- Myth 4: Customers will always buy the lowest price
- Myth 5: Customers will always buy the lowest price
- Myth 6: Customers will always buy the lowest price

Thecasesolutions.com

Background/History

- On April 20, 2003, Colonel Anderson entered Mosul
- The city was devastated from war and looting
- On February 6, 2003, the 101st would be part of Operation Iraqi Freedom
- On Friday April 18, they realized they would be sent North
- Colonel Anderson found out that Mosul was a danger zone. They decided to occupy the city.



Primary Actors

Thecasesolutions.com

- Colonel Joe Anderson
- Colonel Benjamin Hodges
- Colonel Michael Linnington
- Major General David Petraeus

Key Issues

Thecasesolutions.com

- ORHA or CPA
- Petraeus - "Hands-On"
- Syrian Border
 - Kurds
- Former Military
 - Education

Resolutions

Thecasesolutions.com

- Involved the Iraqi people with the reconstruction efforts in Mosul
- Reestablished some form of normalcy
- Took responsibility for their actions

Resolutions Cont.

Thecasesolutions.com

- Took part in local customs
- Utilized soldiers in the completion and management of public works projects
- Sought outside help
- CERP (Commander's Emergency Response Program)

Alternative Courses of Action

Thecasesolutions.com

- Rather than having militant like-minded individuals responsible for nation building, other, more politically attuned organizations should have been involved.
- Rather than long-term "U.S. national interest" implementation, there should have been more attention paid to Iraqi national interest.

Discussion Questions

Thecasesolutions.com

- Should or could General Petraeus have handled the situation presented to him more efficiently?
- **What problems can occur when a foreign entity tries to rebuild an area? How can these problems be resolved?**
- Do you think General Petraeus's decision to hand over authority and control to Iraqis as quickly as possible was the best course of action? Why or why not?
- **What leadership style would best fit the role of General Petraeus and his duties?**