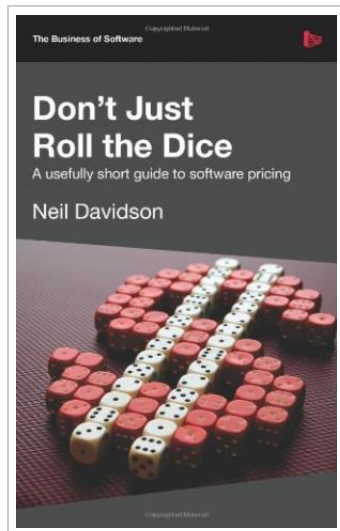



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By Neil Davidson

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How do you price your software? Is it art, science or magic? How much attention should you pay to your competitors?

This short handbook will provide you with the theory, practical advice and case studies you need to stop yourself from reaching for the dice. Table of Contents Chapter 01: Some - but not too much - Economics Chapter 02: Pricing Psychology: What is your product worth? Chapter 03: Pricing Pitfalls Chapter 04: Advanced Pricing Chapter 05: What your price says about you (and how to change it) Why read this book? At Business of Software 2007 Michael Pryor held an impromptu session on how to price your software. So many people turned up, and so many people kept on arriving, that by the time they'd introduced themselves there was no time left to talk about software pricing. I've had similar experiences; in fact, How do I price my software? is probably the most common question I'm asked by software entrepreneurs and product managers. This handbook is an attempt to answer that question....

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