

**Value-Based Marketing: Marketing Strategies For  
Corporate Growth And Shareholder Value By Peter  
Doyle**

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Marketing > Pricing Strategy. Pricing Strategy. One of the four major elements of the marketing mix is price. Pricing is an important strategic issue because it is

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the pricing strategy in their marketing plan is The market cares most about price because the Match your pricing strategy to your value

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Value Based Marketing (2000), explores marketing strategies to accelerate corporate growth and shareholder value. Peter Doyle, marketing educator,

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First, the value-based market opportunities typically require changes to the product or service itself, new methods for marketing communications, changes in

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Peter Doyle was internationally recognized for his teaching and research on marketing and business strategy. He was Professor of Marketing and Strategic Management at

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