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Key MBA Models is a one-stop-shop for all business course students and practicing managers. It contains the core management models from each business discipline – from Strategy and Finance to Marketing and Accounting – and distils them into concise summaries of what they are and how to apply them. Written by London Business School Professor Julian Birkinshaw, it covers the essential models that all business students and managers need to know. Themed around the course modules on an MBA, the 60+ models fall into the following categories: Strategy Business Economics Finance Decision Science Accounting Operations Marketing Organisational Behaviour The term ‘model’ is used loosely – in some cases it might be a framework (The 4 Ps of Marketing, Porter’s Five Forces), in some cases it might be an important concept (open innovation or customer orientation), and in some cases it might be a technical model (the Capital Asset Pricing Model). Built on research with academics from the top international business schools, this book is an essential reference guide for

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every manager and MBA.

Smart PricingHow Google, Priceline, and Leading Businesses Use Pricing Innovation for Profitabilit (Paperback)FT Press

This new edition provides a practical guide to creating and executing e-marketing plans, it combines established approaches to marketing planning with the creative use of new e-models and e-tools. This fully updated text keeps students and marketers alike updated with the changes in this dynamic and exciting field and helps you create effective and up-to-date customer-centric e-marketing plans

Organizations enjoy two kinds of strategic advantages. One is transitory: being in the right place with the right products at the right time. The other comes from having first class management and instituting processes that mobilize an organization, keeping in ahead of the competition. Which would you like to count on for your organization's success? Integrating ERP, CRM, Supply Chain Management, and Smart Materials explores how to create business opportunities and reap savings by: Restructuring and updating of ERP and CRM software as it integrates supply chain management and delivers new killer applications Evolving opportunities that will develop from the implementation of smart materials, automatic identification, classification systems, and quality

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Praise for IMPLEMENTING VALUE PRICING A
Radical Business Model for Professional Firms "Ron
Baker is the most prolific and best writer when it
comes to pricing services. This is a must-read for
executives and partners in small to large firms. Ron
provides the basics, the advanced ideas, the
workbooks, the case studies—everything. This is a
must-have and a terrific book." —Reed K. Holden
founder and CEO, Holden Advisors, Corp.,
Associate Professor, Columbia University
www.holdenadvisors.com "We've known through
Ron Baker's earlier books that he's not just an
extraordinary thinker and truly brilliant writer—he's a
mover and a shaker on a mission. This is the End of
Time! Brilliant." —Paul Dunn Chairman, B1G1®
www.b1g1.com "Implementing Value Pricing is a
powerful blend of theory, strategy, and tactics. Ron
Baker's most recent offering is ambitious in scope,
exploring topics that include economic theory,
customer orientation, value identification, service
positioning, and pricing strategy. He weaves all of
them together seamlessly, and includes numerous

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examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young® www.ey.com

"Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

Trust the experts at Frommer's to tell you how to fly the post-9/11 skies in safety and comfort! Planes are filling up again but air travel promises to be a major hassle from now on. Frommer's Fly Safe, Fly Smart

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explains your rights and shows you how to survive it all -- cramped cabins, scaled-back service, interminable delays and more. Our outspoken guide gives you the inside scoop on flying in today's world:

- * The latest changes in airport security-plus what you can, and should, bring on the plane
- * What to do if you're bumped
- * Where the best seats are-and how to get them
- * Which airlines lose the luggage-and what you can do about it
- * On-time records for each major U.S. carrier, and safety records for the busiest U.S. airports
- * How to maximize your frequent-flyer miles
- * Where to find the cheapest air fares-and if you've been mistreated, how to complain and get compensation

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Pricing decisions are among the most important and impactful business decisions that a manager can make. How to Price Effectively: A Guide for Managers and Entrepreneurs introduces the value pricing framework, a structured, versatile, and comprehensive method for making good pricing decisions and executing them. The framework weaves together the latest thinking from academic research journals, proven best practices from the leading pricing experts, and ideas from other fields such as medical decision making, consumer

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behavior, and organizational psychology. The book discusses what a good pricing decision is, which factors you should consider when making one, the role played by each factor? costs, customer value, reference prices, and the value proposition? and how they work together, the importance of price execution, and how to evaluate the success of pricing decisions. You will also be introduced to a set of useful and straightforward tools to implement the value pricing framework, and study many examples and company case studies that illustrate its nuances. The purpose of *How to Price Effectively: A Guide for Managers and Entrepreneurs* is to provide you with a comprehensive, practical guide to making, executing, and evaluating pricing decisions.

"We are all DigiMarketers now - or we should be.

The authors have for the first time provided a lucid, hype-free, business-based and practical guide to the new age of marketing: it is a kind of digital Baedeker, which should be on every businessman's bookshelf." —Miles Young, Chairman, Ogilvy & Mather Asia Pacific "The digital frontier is now the center of our universe. As Kent Wertime and Ian Fenwick show, marketers must seize this digital opportunity to accelerate their market growth." —John A. Quelch, Senior Associate Dean and Lincoln Filene Professor of Business Administration, Harvard Business School "Too many advertisers are stuck in the primordial soup when it comes to their digital

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marketing strategy. However, they need to evolve fast if they are to survive in a multi-channel landscape. This timely book acts like an Origin of the Species, steering hesitant brand owners through the complexities of the digital ecosystem. An impressive blend of academic theory, professional insight and practical advice." —Paul Kemp-Robertson, Co-founder & Editorial Director, Contagious www.contagiousmagazine.com "DigiMarketing: The Essential Guide to New Marketing & Digital Media is a clear call for companies to evolve their marketing practice. This book is essential reading for anyone seeking a roadmap to the future of business." —Dipak C. Jain, Dean, Kellogg School of Management "The rise of conversational media new forms of distribution - from blogs to mobile platforms - challenge traditional approaches to marketing, and require every business to have a transition plan. Kent Wertime and Ian Fenwick have written a book that is required reading for any marketers interested in successfully making that transition." —John Battelle, CEO and Founder, Federated Media Publishing and Author, The Search "Kent Wertime and Ian Fenwick have written the definitive guide to marketing in the digital age. But Digimarketing does more than educate marketing professionals. It describes the new media landscape brilliantly, making it an essential read for anyone who hopes to understand the most important technological

revolution of the past fifty years. I wore out three yellow highlighters before realizing that every sentence and every paragraph is worth committing to memory." —Norman Pearlstine, Former Editor-in-Chief, Time Inc. and Managing Editor, The Wall Street Journal, Senior Advisor, Telecommunications & Media, The Carlyle Group

The company that is now Google began as a partnership of ideas between two Stanford University graduate students, Sergey Brin and Larry Page, with a shared vision. They both had the confidence and nerve to set out on their own to start up a technology company together. Eric Schmidt was recruited as CEO in 2001 to help guide the company with his management expertise, without changing its exuberant corporate culture. Google has grown from an ambitious little start-up with the dream of changing the world into a global giant that really could, and has, changed the world. In this compelling text, readers learn about Google's business model, the range of products and services—most of which the company gives away for free—and its mission: "to organize the world's information and make it universally accessible and useful." This perceptive book includes sidebars on the company's innovations, a biographical fact sheet on Brin, Page, and Schmidt, as well as a fact sheet that profiles the company's key accomplishments. A timeline offers readers a concise overview of

significant events in the history of Google.

Value Creation and its effects on Transfer Pricing and tax law Emerging from the OECD/G20 BEPS Project, a new, somewhat fuzzy notion of Value Creation came to permeate not only Transfer Pricing language but also wider allocation rules and anti-abuse provisions in international tax law. The notion of 'Value Creation' reframes the interpretation and application of the Arm's Length Principle (ALP) that is embedded in Articles 7 and 9 of the OECD Model Convention. This new Value Creation notion and approach assist in understanding key enterprise functions while different industry sectors manifest these concepts in various ways. Situating such notions and this approach within the law of tax treaties and analyzing terms of the OECD Transfer Pricing Guidelines alongside their factual context is the aim of this book. Here, law students address Transfer Pricing and Value Creation in sectors as varied as commodities trade, automotive, consumer products, food and beverages, pharmaceutical and life sciences, telecommunications, and the key topic of value creation in a digitalized economy. Our LL.M. students were required to address issues not explored in legal research and to discuss factual topics relevant for Transfer Pricing. All students focused on topics that are new to the international tax debate that keep evolving and on factual matters that often escape legal research.

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While several market-leading companies have successfully transformed their business models by following data- and AI-driven paths, the vast majority have yet to reap the benefits. How can your business and analytics units gain a competitive advantage by capturing the full potential of this predictive revolution? This practical guide presents a battle-tested end-to-end method to help you translate business decisions into tractable prescriptive solutions using data and AI as fundamental inputs. Author Daniel Vaughan shows data scientists, analytics practitioners, and others interested in using AI to transform their businesses not only how to ask the right questions but also how to generate value using modern AI technologies and decision-making principles. You'll explore several use cases common to many enterprises, complete with examples you can apply when working to solve your own issues. Break business decisions into stages that can be tackled using different skills from the analytical toolbox Identify and embrace uncertainty in decision making and protect against common human biases Customize optimal decisions to different customers using predictive and prescriptive methods and technologies Ask business questions that create high value through AI- and data-driven technologies

The must-read summary of Jagmohan Raju and W. John Zhang's book: "Smart Pricing: How Google,

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Priceline, and Leading Businesses Use Pricing Innovation for Profitability". This complete summary of the ideas from Jagmohan Raju and W. John Zhang's book "Smart Pricing" demonstrates that many companies fail to establish a deliberate pricing strategy. In fact, many managers rarely give pricing much thought at all. In their book, the authors explain that this is a huge mistake as pricing offers an opportunity to move ahead. This summary provides readers with an insight into the possibilities of different pricing strategies and how some of the biggest companies have used them to push their companies forward. Added-value of this summary: • Save time • Understand key concepts • Expand your business knowledge To learn more, read "Smart Pricing" and discover the key to establishing innovative pricing strategies that create value and capture customers.

Travel Smart! The Smart Traveler's Passport is a collection of 399 of the best travel tips you'll ever read, compiled from the pages of Budget Travel magazine. You'll learn: * 13 different uses for Ziploc bags * How dental floss can double as a tape measure * Where to find the best street food in cities worldwide * How a digital camera can help you find your rental car * Why clearing your Web browser's cache will lead to lower prices on airfare and hotel reservations * How to avoid long lines at the world's most popular attractions

Games, or contexts of strategic interaction, pervade and suffuse our lives and the lives of all organisms. How are we to make sense of and cope with such situations? How should an agent play? When will and when won't cooperation arise and be maintained? Using examples and a careful digestion of the literature, *Agents, Games, and Evolution: Strategies at Work and Play* addresses these encompassing themes throughout, and is organized into four parts: Part I introduces classical game theory and strategy selection. It compares ideally rational and the "naturalist" approach used by this book, which focuses on how actual agents chose their strategies, and the effects of these strategies on model systems. Part II explores a number of basic games, using models in which agents have fixed strategies. This section draws heavily on the substantial literature associated with the relevant application areas in the social sciences. Part III reviews core results and applications of agent-based models in which strategic interaction is present and for which design issues have genuine practical import. This section draws heavily on the substantial literature associated with the application area to hand. Part IV addresses miscellaneous topics in strategic interaction, including lying in negotiations, reasoning by backward induction, and evolutionary models. Modeled after the authors' *Agents, Games, and Evolution* course at the University of

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Pennsylvania, this book keeps mathematics to a minimum, focusing on computational strategies and useful methods for dealing with a variety of situations.

Introduction to Supply Chain Management - Logistics Network Configuration - Inventory Management and Risk Pooling - The Value of Information - Supply chain integration - Strategic Alliances - Procurement and outsourcing strategies - International Issues in Supply Chain Management - Coordinated Product and Supply Chain Design - Customer Value and Supply Chain Management - Information technology for supply chain management - Decision-support systems for supply chain management.

In *Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability*, Wharton professors and renowned pricing experts Jagmohan Raju and Z. John Zhang draw on examples from high tech to low tech, from consumer markets to business markets, and from U.S. to abroad, to tell the stories of how innovative pricing strategies can help companies create and capture value as well as customers. They teach the pricing principles behind those innovative ideas and practices. *Smart Pricing* introduces many innovative approaches to pricing, as well as the research and insights that went into their creation. Filled with illustrative examples from the business world, readers will learn about restaurants where customers set the price, how Google and other high-tech firms have used pricing to remake whole industries, how executives in China successfully start

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and fight price wars to conquer new markets. Smart Pricing goes well beyond familiar approaches like cost-plus, buyer-based pricing, or competition-based pricing, and puts a wide variety of pricing mechanisms at your disposal. This book helps you understand them, choose them, and use them to win.

AM I PRICING RIGHT? Every business owner is haunted by this fundamental question. Expert pricing strategist Mark Stiving draws upon more than 15 years of experience in profitable pricing and delivers a practical plan to help you confidently answer. Price—it's most powerful marketing tool you have— and the least understood. Zeroing in on the areas where your efforts will generate the greatest impact, Stiving breaks down critical pricing concepts and provides the blueprint to integrate proven pricing strategies into your growth plans. Be empowered to strengthen your pricing structure to withstand any conditions, dramatically elevating your company performance, position, and profits for long-term success. Learn how to: Set prices that drive your market position Correctly use costs to make profitable pricing decisions Implement value-based pricing to charge what customers are willing to pay Use price segmentation to leverage value and capture new business Cash-in on complementary products and product versions with portfolio pricing Prepare for changing conditions pricing strategically now Following in the footsteps of sited examples including Apple, BMW, McDonalds, Mercedes, and other market leaders, learn how to create a powerful price strategy that does more than cover costs.

Marketing Management: The Big Picture organizes traditional Marketing Management theory and practice in a conceptually appealing way. The use of well-known examples and consumer commercials throughout the content ensures students will commit to memory and innovative method for structuring and solving marketing problems. The framework constitutes a disciplined approach to connecting marketing variables to each other, inextricably linking marketing strategy concepts with their executional implications.

Marketing has changed substantially in the last few years. With more and more research conducted in marketing and consumer behaviour fields, and technological advances and applications occurring on a regular basis, the future of marketing opens up a world of exciting opportunities. Going beyond a state-of-the-art view of the discipline, this innovative volume focuses on the advances being made in many different areas such as; critical thinking, new paradigms, novel conceptualisations, as well as key technological innovations with a direct impact on the theory and practice of marketing. Each chapter presents an expert overview, and an analytical and engaging discussion of the topic, as well as introducing a specific research agenda paving the way for the future. The Routledge Companion to the Future of Marketing provides the reader with a comprehensive set of visionary insights into the future of marketing. This prestigious collection aims to challenge the mindset of marketing scholars, transforming current thinking into new perspectives and advances in marketing knowledge. Foreword Wayne S.

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DeSarbo, Smeal College of Business, Pennsylvania State University, USA "The Future of Marketing" presents 22 different chapters written by some of the top scholars in the field of Marketing. These 22 chapters are organized into four topical areas: (1) New paradigms and philosophical insights (Chapters 1-5), (2) Contributions from other scientific fields (Chapters 6-9), (3) Reconnecting with consumers and markets (Chapters 10-17), and (4) New methodological insights in scholarly research in the field (Chapters 18-22). Thus, there are a number of diverse areas treated here ranging from futuristic managerial philosophies to state of the art qualitative and quantitative methodologies applicable to the various types of Marketing problems to be faced in the future. There are a number of implicit guidelines (and future research areas and needs) that can be gleaned for (quantitative) modelers in terms of the issues and considerations that their constructed models should explicitly accommodate in future empirical endeavors: Heterogeneity When modeling consumer perceptions, preferences, utility structures, choices, etc., it is important to avoid potential masking issues that aggregate models are subject to in many cases. In the simple case, consider a regression scenario where there are two equal sized segments whose utility functions (as a function of price) are opposite reflections of each other. Aggregating the sample in one large analysis yields a non-significant price elasticity coefficient, whereas estimating separate utility functions by segment displays the true structure in the data. While latent structure and hierarchical Bayesian methods have been developed for

disaggregate analyses, a number of methodological issues exist with such existent approaches that provide fertile ground for future research. Competition Many quantitative models are estimated at a brand level and reflect only the efforts of that sole brand. For example, in many customer satisfaction studies, attention is often paid to the consumers of a particular client brand or service in an effort to portray their performance and derive the important drivers of satisfaction. Financial optimization models are then often constructed to examine where a company should invest its resources to best improve sales, retention, word of mouth, loyalty, etc. These studies need to occur in a fully competitive setting where one derives a full picture of the competitive market place. Managers need to know the relative importance of the drivers of satisfaction for their brand/service as well as for their competitors. In addition, knowledge of the relative performance of their brand relative to competitors is necessary information for strategy formation. Ideally, one would hope to see modeling efforts which also examine cross effects in terms of how Brand A's policy affects other brands. Over time, competitive dynamics are also important as discussed next. Dynamics As seen in the various chapters, this can assume many different manifestations. Related to the previous category above related to competition, it is often necessary to examine competitive dynamics as opposed to comparative statics where the modeler of the future examines simultaneous and/or sequential optimization by each of the competitors in a market place in a game theoretic context. In such a manner, it will not be the

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case that all competitors end up enacting the same exact identical strategies. Alternatively, the models of the future should be adaptive and have the ability to "learn" from past data, as well as benefit from informed managerial expert input and constraints. Parameter values that change/adapt during the duration of the data are also a desirable feature. Non-Linearity Traditional linear response functions do not typically yield realistic normative managerial guidelines or optimized solutions. End point solutions that suggest "all or none" types of resource allocations are useless in most realistic Marketing applications. A large amount of work is required in this area as Marketing often lacks the strong theory necessary to provide such insight regarding the models that are constructed. In addition, multiple objective functions need to be accommodated with the use of multicriterion optimization methods Endogeneity Often times, there are hidden effects embedded in the various independent variables the Marketer believes are exogenous and truly independent. These may be due to effect of lagged variables, managerial decision making practice, etc. To ignore such effects, threatens the integrity of the models Marketers construct. For example, in traditional regression models, such endogeneity often produces a correlation between the independent variable in question and the error term, often resulting in biased estimates when employing ordinary least-squares estimation. Moderation/Mediation There are times particularly in regression approaches where the relationships between two variables are affected by values of a third variable. In such cases, we need to

employ selected interaction effects to measure such moderated effects. Interaction effects are often needed to model the synergistic or catalytic effects of various independent variables. Alternatively, in a mediation regression model, rather than hypothesizing a direct causal relationship between the independent variable and the dependent variable, a mediational model hypothesizes that the independent variable influences the mediator variable, which in turn influences the dependent variable. Thus, such moderator and mediator variables serve to clarify the nature of the relationship between the independent and dependent variables. Marketers need to be aware of such potential inter-relationships. Models Guided by Theory Ideally, the models we construct should be more than just data analytic structures which approximate the relationships found in the data. Where possible, models should be constructed on the basis of available sound Marketing theory describing the process being modeled. One of the advantages of structural equation models is that one can utilize such a methodology to test and implement some a priori theory describing the relationship or causal nature of various inter-related constructs. This feature has been lacking in the general modeling efforts to date. A major reason for this is due to the lack of adequate theory development for most of the processes encountered in Marketing. For example, we have no solid Marketing theory regarding the structure of marketing mix response models. Thus progress must be advanced in such areas so that the models we construct are more robust and explainable. I wish to personally thank the co-editors and

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various authors of the "Future of Marketing" for opening the door to get a glimpse of the future in the field of Marketing. The hope is that this new book will provide fresh ideas to guide future research to improve the field of Marketing and define the next generation of research efforts as the torch gets passed to future generations.

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E-Government 2001 provides in-depth case studies of the "state" of e-government today. The book chronicles the "early days" of e-government and presents a collective snapshot in time as to where governments-at the federal, state, and local levels-are today as they continue their march toward e-government. Case studies include analysis of the use of auction models by government, privacy strategies for e-government, e-commerce applications in government, the use of the Internet to deliver government services, and a study of how state employment agencies are using technology to provide improved service. From these case studies, Mark A. Abramson and Grady E. Means develop six initial lessons which government leaders should know before undertaking major e-government initiatives. The lessons should prove valuable to all executives who aspire to transform their organizations from traditional bureaucracies to e-enabled organizations.

Repleto de ilustrativos ejemplos, los lectores descubrirán restaurantes en los que los clientes fijan el precio, averiguarán cómo Google y otras empresas de alta tecnología emplean estrategias de precios para

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reformular sectores enteros y conocerán cómo los ejecutivos chinos declaran y luchan en guerras de precios para conquistar nuevos mercados. El libro va más allá de los métodos clásicos como fijación de precios en función del coste, del comprador o de la competencia y pone a su disposición una amplia variedad de mecanismos de asignación de precios. Esta obra le ayuda a comprenderlos, seleccionarlos y utilizarlos para triunfar. El tratamiento más completo sobre el tema en el ámbito de la nueva economía actual. Libro práctico, riguroso, didáctico y bien estructurado. De lectura obligada para todos los interesados en explorar el poder de la estrategia de precios Libro innovador para mejorar la rentabilidad y para atraer a nuevos clientes. Written by a leading pricing researcher, Pricing Strategies makes this essential aspect of business accessible through a simple unified system for the setting and management of prices. Robert M. Schindler demystifies the math necessary for making effective pricing decisions. His intuitive approach to understanding basic pricing concepts presents mathematical techniques as simply more detailed specifications of these concepts.

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