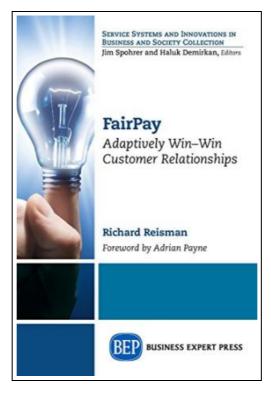
# Fairpay: Adaptively Win-Win Customer Relationships (Paperback)



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## Reviews

Great electronic book and useful one. It can be writter in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Kian Harber)

## FAIRPAY: ADAPTIVELY WIN-WIN CUSTOMER RELATIONSHIPS (PAPERBACK)



Business Expert Press, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*."Anyone responsible for monetizing digital content in consumer markets should understand this radically new perspective on pricing and how to maximize customer lifetime value. FairPay provides strategies and operational methods for creating better relationships — to increase loyalty, market reach, and profits. - Shelly Palmer, Business Advisor, Author, Commentator Reisman unveils a new world of possibilities through an innovative and visionary methodology that introduces a reference platform for digital value exchange. FairPay is very versatile in its applications and compatible across industries. It is a great example of what disruption could look like in a new digital business era. - Lucila Pagnoni, News Corp Australia FairPay boldly explores the future of pricing from a co-creation of value perspective. Highly recommended for digital business entrepreneurs, as well as established firms working on their digital transformation. - Jim Spohrer, IBM and A groundbreaking and definitive book on pricing strategy for the digital age. This highly innovative and practical work shows how enterprises can develop relationship-based pricing strategies leading to long-term customer relationships, based on principles of equity and fairness for both customer and supplier. - Professor Pennie Frow, University of Sydney Business School Businesses recognize the need to become more customer focused, but struggle to see how. At the same time, our logic and business models for selling digital content and services are broken. Digital relationships enable services at low cost, but we still focus on discrete transactions at prices that consumers see as exploitive. This book explains how a revolutionary approach to pricing can solve these problems. It proposes a new architecture for cooperative service relationships that is personalized and continuously adaptive. FairPay operationalizes a new logic for co



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