



**Introducing the first
saga of 2021**

**“High Quality vs Low
Price Bargain: The
Current Dichotomy”**


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*“Sempiternel Paradise Birds”. An aquarelle in Paper Guarro-Canson.
Size: 14 inches W x 19.5 inches H.*



High Quality vs. Low Cost Bargain: The current dichotomy!

GENERAL OUTLINE

1. **Introduction** 
2. **Philosophy, purpose and Rationale of this saga**
3. **Unsolved issues of the National Competitive Advantage theory**
4. **Evolution of Global Markets: Where do we stand now?**
5. **Formulating the concept of pricing and understanding it**
6. **Pricing Policies and objectives**
7. **Economic value of the Customer and its relation to pricing**
8. **Product Mix Pricing**
9. **Psychology of Pricing**
10. **Perceptions of Pricing by the Consumers**
11. **Setting the pricing policy: common steps**
12. **Pricing Strategies Dilemmas**
13. **Contemporary Pricing Adjustments**
14. **The meaning of High-Quality**
15. **The meaning of Low-Price Bargain**
16. **High Quality vs. Low-Price Bargain Contradictions**
17. **Pricing wars**
18. **Summary and Conclusions**

