

Profit = Revenue - Cost



The science of greater profits

**ADVANCED ANALYTICAL
CONSULTING GROUP**

Join us online for our new series on price optimization:

Advanced Analytical Consulting Group has helped our clients make \$100s of millions of additional profits by scientifically pricing their products. We may be able to do the same for you.

We have developed and deployed business enhancing models and computer systems for quality control, performance measurement, and profit maximization based on advanced economics, statistics and computing techniques.

Join us for The Foundations of Price Optimization to find out how it is done.

It could be the most profitable hour of your corporate life.

THE FOUNDATION OF PRICING OPTIMIZATION

Market Power and How to Use It

The Cost Half of the Profit Equation

Measure Using the Right Type of Elasticity

Optimizing the Multi-Product Portfolio

Competitive Pricing and Cost Strategies

The Foundations of Pricing Optimization webinars

Market Power and How to Use It

Thursday, May 19th 2:00 pm EST

Register online:

aacg.com/events

GO



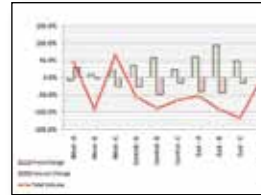
> www.AACG.com

ADVANCED ANALYTICAL
CONSULTING GROUP

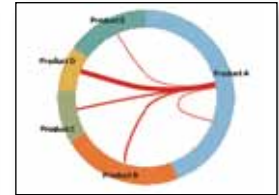
Join us on Thursday, May 19th at 2:00 pm EST as Dr. Daniel S. Levy, National Managing Director at Advanced Analytical Consulting Group, provides you with an understanding of Market Power and how it can be leveraged to increase profits.

We will discuss how the very powerful concepts of market power and the related scientific measurement of price elasticity of a product can be observed graphically and how this graphical representation translates into the empirical measurements of elasticities.

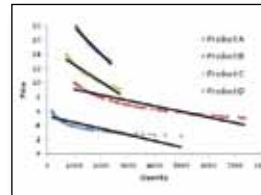
The session will draw on more than two decades of experience scientifically measuring market power and elasticities to help practitioners graphically represent price elasticities, update this information over time and set better prices as the market and your company's products evolve.



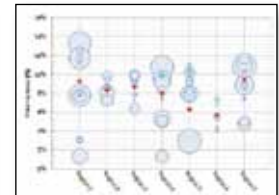
Identify key drivers of growth



Understand your product interactions



Accurately estimate your market power



Super charge your pricing strategy

Join us and learn how to:

- Use graphs to see market sensitivity to price changes.
- Graphically identify how higher or lower prices result in more profits.
- Identify a good, stable measure of your products' market power.
- Use simple graphics to identify market power, and its relationship to price elasticity and profit optimization.
- Identify whether your measure of market power is changing over time.

Instructor:

Dr. Daniel S. Levy has developed and implemented advanced analytical methods for price and profit optimizations for major corporations. More than two decades ago, Dr. Levy performed price elasticity studies for a major global manufacturer. Since then he has been developing empirical techniques for global corporations in the areas of pricing, quality control and the measurement of market performance.

Prior to his position as National Managing Director of Advanced Analytical Consulting Group, Dr. Levy was the National Leader of the Economic and Statistical Consulting Group at Deloitte Financial Advisory Services and Global Leader of Economic Consulting at Arthur Andersen's Business Consulting Group.

For more information: Daniel S. Levy, PhD (National Managing Director) • 617 338 2224 • DanLevy@AACG.com

> www.AACG.com

ADVANCED ANALYTICAL
CONSULTING GROUP

ADVANCED ANALYTICAL
CONSULTING GROUP

Our Product is Greater Profits for Your Products. Volume Discounts Available.

211 Congress Street
Boston, MA 02110-2477