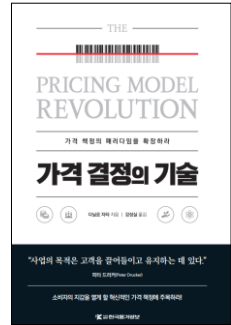
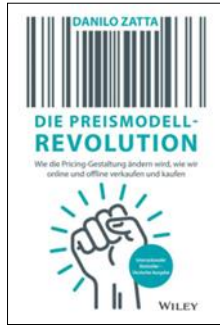
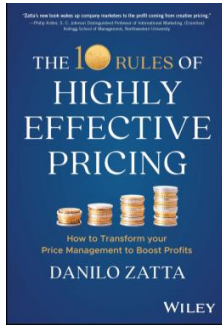


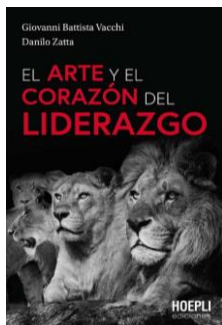
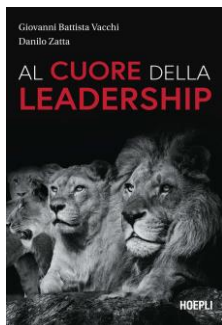
Books

by Danilo Zatta

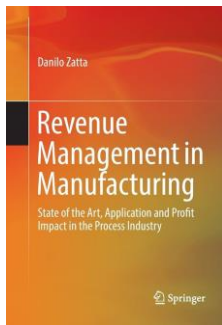
Books on Pricing



Books on Leadership and Strategies



Books on Revenue Management, Retail and Trends



Books on Competitive Advantages and Aphorisms



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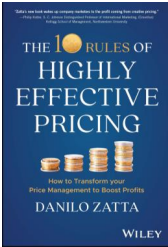
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Selected endorsements for 'The 10 Rules of Highly Effective Pricing'



Philip Kotler, Professor of International Marketing, Kellogg School of Management
"Zatta's new book will help wake up company marketers to the profit coming from creative pricing."

Northwestern
Kellogg
 School of Management



Stephan Winkelmann, Chairman & CEO, Automobili Lamborghini
"The book of Danilo Zatta is an unmissable tool to unlock the hidden value for customers in your company and transform it in profitability."



Peter Brabeck-Letmathe, Group CEO Nestlé a.d.
"This book is a game changer: it will help you increase profitability through 10 concrete rules on how to manage pricing."



Thomas Ingelfinger, Member of the Executive Board, Beiersdorf
"Zatta's book is a must read for anyone who wants to price successfully in the future: It offers many insights and concrete ideas on a subject that is fundamental to corporate profitability."

Beiersdorf



Financial Times

"Unlock the true potential of your business with this exceptional pricing book that demystifies the art and science of pricing. Dan Zatta, one of the world's leading pricing minds, equips you with the knowledge and tools needed to achieve superior competitive advantage and enhance your bottom line."



Paul Vanaerde, President – EPP, Pricing & RGM Platform
"Zatta's new book is a solid guide for everyone leading the organization towards pricing excellence. He gives actionable insights in the enablers for your success and a roadmap to make highly effective pricing really happen in your organization."



Kevin Mitchell, President – Professional Pricing Society
"Zatta's book will give a great foundation for the strategies and tactics needed to increase your pricing acumen and your company's performance. Make sure to take advantage of his insights to learn what to do, and more importantly, what not to do when planning your strategies."



Carlos Barrasa Luiz, Executive Vice President Commercial & Clean Energies and Member of the Management Committee, Cepsa
"The kind of pricing Danilo talks about in this book is the best way I have found of crystallising -and testing- the real value your products and services create in highly competitive markets."



Markus Mildner, CEO Siemens eMobility
"The numerous case studies and industry examples make The 10 Rules of Highly Effective Pricing a very valuable guide to a state-of-the-art pricing."

SIEMENS

Selected endorsements for 'The Pricing Model Revolution'



Philip Kotler, Professor of International Marketing, Kellogg School of Management
"There are many books on pricing. This is the best read for managers wanting a review of several innovative pricing methods."

Northwestern
Kellogg
 School of Management



Thomas Ingelfinger, Member of the Executive Board, Beiersdorf
"Zatta's book is a must read for anyone who wants to price successfully in the future: It offers many insights and concrete ideas on a subject that is fundamental to corporate profitability."

Beiersdorf



Stephan Winkelmann, Chairman & CEO, Automobili Lamborghini
"A useful handbook that offers a fresh perspective on pricing models. Not only will these models help you increase your profits, but they also give you a simple and practical tool to better understand your business."



Peter Brabeck-Letmathe, Group CEO Nestlé a.d.
"This book is a must read: it will help you calibrate your corporate strategy through innovative revenue models. Dan Zatta, leading strategy and monetization thought leader, brings new perspectives, relevant for every company."



Francesco Giuliani, Managing Director & Assistant Portfolio Manager, Oaktree Capital
"Very insightful read. This book offers a great roadmap on how to apply modern digital technologies and evolving business practices to one of the most important value drivers in business."



Silvia Cifre Wibrow, Managing Director, Bosch Basf Smart Farming
"An inspiring book. Very useful when you develop innovative data-based solutions in traditional markets that are not accustomed to pay for services. New pricing concepts and monetization strategies are key to reduce the entry barrier of game changing solutions."



GoodReads
"This is not just 'another pricing book'. It's a gem that covers in-depth a wide range of pricing models that are dominating the present and future. Besides, it contains plenty of powerful real-world examples that makes the book attractive and accessible to everyone. We can only recommend it."

goodreads



Dietmar Voggenreiter, PhD, Chairman of the Supervisory Board, Deutz AG
"When it comes to pricing, Dan Zatta is second to none. He uses his decades of experience working with companies around the world to identify the best pricing models for organizations."

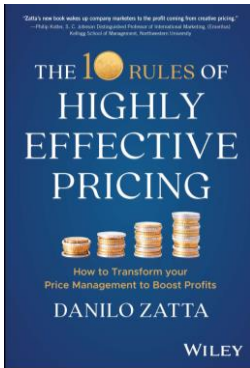


Christoph Berens from Rautenfeld, Director Competitiveness Program, Siemens Smart Infrastructure
"Having worked successfully with Danilo Zatta in the past, I am very much looking forward to his new book and his inspiring, innovative ideas on pricing as a key strategic lever."

SIEMENS

Books on Pricing

7



The 10 Rules of Highly Effective Pricing
How to Transform your Price Management to Boost Profits
Wiley 2023
United Kingdom
English language



Arabic version of 'The Pricing Model Revolution'
Jabal Amman Publishers 2023
Jordan
Arabic language



Die Preismodell-Revolution
Wie die Pricing-Gestaltung ändern wird, wie wir online und offline verkaufen und kaufen
Wiley Deutschland 2022
Germany
German language
German version of 'The Pricing Model Revolution'



Pricing Revolution
Cómo la fijación de precios afecta la forma en que compramos online y offline
Empresa Activa - Urano 2022
Spain, Mexico, Argentina
Spanish language
Spanish version of 'The Pricing Model Revolution'

Books on Pricing

8



The Pricing Model Revolution
How Pricing Will Change the Way we Buy On and Offline
Wiley 2022
United Kingdom
English language



Pricing Revolution
Come il pricing cambierà il nostro modo di vendere e comprare online e offline
Italian version of 'The Pricing Model Revolution'
Hoepli Editore 2022
Italy
Italian language



Greek version of 'The Pricing Model Revolution'
Broken Hill Publishers 2022
Greece
Greek language



La Révolution du modèle de pricing
Comment nous achèterons et vendrons différemment en ligne et hors ligne
French version of 'The Pricing Model Revolution'
Dicoland 2022
France
French language

Books on Pricing

9



Korean version of 'The Pricing Model Revolution'
2023
Korea
Korean language



Russian version of 'The Pricing Model Revolution'
Placeholder
2024
Russia
Russian language



Pricing – az árazás forradalma
Hungarian version of 'The Pricing Model Revolution'
Panem Könyvek Taramix, 2023
Hungary
Hungarian language



Le basi del Pricing
Strategie di prezzo come leva per incrementare la redditività
Hoepli Editore 2009
Italy
Italian language

Books on Pricing

10



Le basi del Pricing, 2nd edition
Strategie di prezzo come leva per incrementare la redditività
Hoepli Editore 2017
Italy
Italian language



Strategie di Pricing
Come migliorare la redditività aziendale
Hoepli Editore 2009
Italy
Italian language



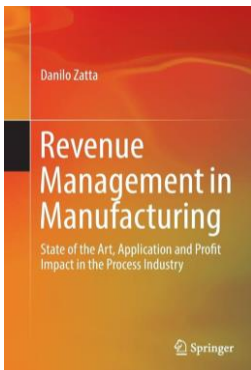
Price management
I. Strategia, analisi e determinazione del prezzo
Franco Angeli 2013
Italy
Italian language



Price Management
II. Strumenti operativi e applicazioni settoriali
Franco Angeli 2013
Italy
Italian language

Books on Revenue Management

11



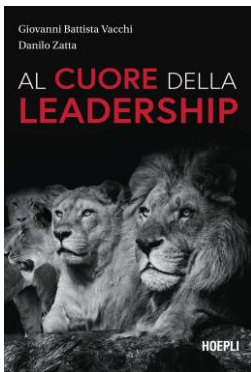
Revenue Management in Manufacturing
State of the Art, Application and Profit Impact in the
Process Industry
Springer 2016
Switzerland
English language



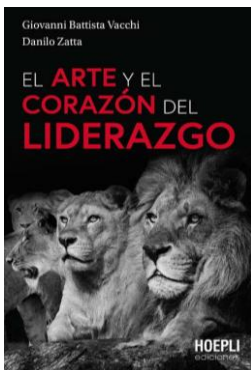
Revenue Management
Come ottimizzare l'uso delle risorse aziendali per
massimizzare i profitti
Hoepli Editore 2007
Italy
Italian language

Books on Leadership

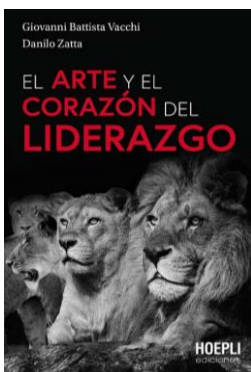
12



Al cuore della leadership
Hoepli Editore 2022
Italy
Italian language



El Arte Y el Corazòn del Liderazgo
Spanish version of 'Al cuore della leadership'
Hoepli Ediciones 2024
Spain
Spanish language



The Heart of Leadership - Placeholder
English version of 'Al cuore della leadership'
Routledge 2024
UK
English language



Capire la strategia d'impresa
Come gestire con efficacia e dinamismo l'azienda moderna
Il Sole 24 Ore 2006
Italy
Italian language



Strategia e cultura d'impresa
Come favorire strategie di successo impostando al meglio la cultura aziendale
Il Sole 24 Ore 2008
Italy
Italian language



Trend Economici del Futuro
Come cambieranno le imprese nel prossimo decennio
Gruppo 24 Ore 2011
Italy
Italian language



I Trend economici del futuro, seconda edizione
Come cambieranno le imprese nel prossimo decennio
Gruppo 24 Ore 2013
Italy
Italian language

Books on Strategy and Trends

14



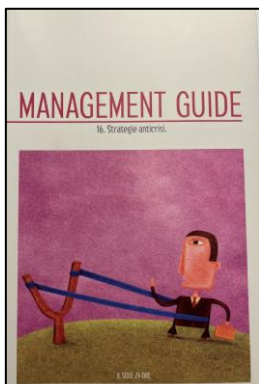
Management Strategico
Strumenti e metodi per incrementare il successo aziendale
Hoepli Editore 2008
Italy
Italian language



100 Strumenti per il manager
Dall'analisi ABC allo Zero-based Budgeting
Hoepli Editore 2018
Italy
Italian language



Think
Gestire l'azienda con strategia e visione
Gruppo 24 Ore 2010
Italy
Italian language



Management Guide
16. Strategie anticrisi
Il Sole 24 Ore 2010
Italy
Italian language



Mittelstand
L'arma segreta dei tedeschi
goWare 2012
Italy
Italian language



Campioni Nascosti
Come le piccole e medie imprese hanno conquistato il mondo
Il Sole 24 Ore 2007
Italy
Italian language



Aziende vincenti
Campioni nascosti del 21° secolo
Hoepli Editore 2012
Italy
Italian language



Aziende vincenti nel mercato globale
Campioni nascosti alla conquista del mondo
Hoepli Editore 2014
Italy
Italian language

Book on Retail Management

16



Retail management
Impostare strategie vincenti e realizzarle con
successo

ETAS 2008

Italy

Italian language

Book on Crisis Management



Battere la crisi

33 azioni di rapido impatto per la vostra azienda

Il Sole 24 Ore 2009

Italy

Italian language

Collection of Aphorisms



I nuovi aforismi per il manager

Le migliori citazioni per ogni occasione

Hoepli Editore 2016

Italy

Italian language



Danilo Zatta is one of the world's leading advisors and thought leaders in the field of Pricing and TopLine Excellence. As a management consultant for more than 25 years, he advises and coaches many of the world's best-known organizations. The Financial Times defined him as 'one of the world's leading pricing minds'.

Dan has also been recognized amongst the Top 5 Pricing Thought Leaders on LinkedIn, in the list of the most engaging and impactful pricing thought leaders globally. The leading Italian business newspaper defined him as 'as one of the most recognized monetization authors in the world'.

He has led hundreds of projects both at national and global level for multinationals, small and medium-sized companies as well as investment funds in numerous industries, generating substantial profit increases. His advisory work typically focuses on programs of excellence in pricing and sales, revenue growth, corporate strategies, topline transformations, and redesign of business and revenue models.

He is Head of Sales, Pricing & TopLine Strategies and Partner at the international management consulting company Valcon. Dan acted as CEO, Partner and Managing Director at some of the world's leading consulting firms, building up international subsidiaries, entire pricing and sales practices, and fostering growth.

Dan has also written 20 books including The 10 Rules of Highly Effective Pricing (Wiley, 2023), the international best seller The Pricing Model Revolution (Wiley, 2022), translated into 10 languages, At the Heart of Leadership (Routledge, 2023) and Revenue Management in Manufacturing (Springer, 2016). He has also published hundreds of articles in different languages and regularly acts as keynote speaker at conferences, events, associations, and at leading universities. He also supports as personal topline coach several CEOs of leading companies.

Dan graduated with honors in economics and commerce from Luiss in Rome and University College Dublin in Ireland. He got an MBA from INSEAD in Fontainebleau, France and Singapore. Finally, he completed a PhD in revenue management and pricing at the Technical University of Munich in Germany.

Connect with Dan on LinkedIn at www.linkedin.com/in/danilo-zatta

If you would like to talk to Dan about any advisory work or speaking engagements, please contact him via email at: danilo.zatta@valcon.com

Valcon is a European consulting, technology and data company with 1,750+ highly skilled professionals with diverse backgrounds. Making sure companies are in their best possible shape – fit for the future – is the core of what we do. We spot opportunities and help bring them to life. We are thorough, fast and collaborative in everything we do. From strategy to implementation. From the boardroom to the shop floor. We're a no-nonsense consultancy.

The Pricing Practice of Valcon offers state-of-the-art solutions combining the classical management advisory with data and technology.

Get to know our Pricing Practice better, visit our website www.valcon.com



Connect with Dan on LinkedIn

go to at www.linkedin.com/in/danilo-zatta and click 'connect'

