

Contact: Carolyn Holden, Holden Advisors

978-405-0021 Carolyn@HoldenAdvisors.com

*Columbia Business School Appoints Reed Holden
Adjunct Associate Professor*

CONCORD, MASS – October 31, 2006 – Dr. Reed Holden, founder of Holden Advisors and co-author of the 3rd edition of *The Strategy and Tactics of Pricing*, has been named an Adjunct Associate Professor at Columbia Business School. Among other activities Dr. Holden will teach in the School's Executive Education **Pricing to Win** course. The program will be offered November 6-9, 2006 and May 1-4, 2007 in New York City.

Also teaching in the **Pricing to Win** program will be Columbia Business School Professors Noel Capon, R.C. Kopf Professor of International Marketing and Hitendra Wadwha, a former McKinsey consultant and now an assistant professor at the School.

The four-day **Pricing to Win** program provides attendees with strategies, tools and best practices for rigorously tackling pricing issues. It prepares attendees to systematically identify practical opportunities within the organization for boosting profits through improvement in pricing. Business executives leave the program with powerful new insights into tough pricing issues such as global commoditization, and a new awareness of additional ways to drive business results via strategic pricing.

Key benefits of the program include

- Learning to set prices at levels that maximize profits
- Measuring customers' willingness-to-pay—and learn how to shape it based on the value you create
- Understanding which costs are relevant for pricing decisions
- Anticipating competitive moves and design your strategy accordingly
- Segmenting the market and getting different customers to pay more or less based on their perceived value

- Approaching pricing decisions from the standpoint of customer lifetime value
- Understanding how to align prices across the product-line for maximizing overall profitability
- Identifying key leakage points between the list price and the final realized price – and ways to reduce the leakage
- Maximizing the profitability of negotiated pricing deals

“With his extensive experience, Reed can provide real-world case studies, industry perspective, and new insights about the challenges of pricing,” said Grant Ackerman, Associate Dean for Executive Education at Columbia Business School. “We value Reed’s expertise in this area and are very pleased to have him join our team in this Executive Education course.”

Pricing to Win is designed to develop critical thinking and decision making on pricing to drive profitable growth. Pricing presents managers with the most powerful lever for maximizing profits and shareholder value. In many organizations, however, this value remains hidden. Managers do not have a clear vision of how to boost growth and profits by improving their company’s pricing practices. This program is especially useful for executives who are introducing new products, facing significant price competition, or failing to achieve prices that reflect the value they deliver to customers.

“I am pleased to join my colleagues Noel and Hitendra to discuss these critical issues with marketing and sales executives,” said Reed Holden. “Becoming disciplined in pricing decision-making is vital to connecting and achieving corporate growth and profitability goals.”

Corporate business managers interested in attending the Pricing to Win program can get more information at <http://www0.gsb.columbia.edu/execed/open/programs/pw.cfm>. The program is offered twice a year and can be taken as a separate course or as part of Columbia Business School's Executive Education Certificate in Business Excellence.

About Holden Advisors

Holden Advisors is a consulting and training firm specializing in helping corporations develop long-term competitive advantage by providing customers with highly differentiated products and services. By utilizing our proven Value DisciplineSM approach, our clients are able to better align

their marketing, pricing and sales initiatives around a common set of value propositions and customer benefits. Our unique methodology has helped companies such as Advanced Micro Devices, Motorola, Standard & Poor's and Vulcan Materials Company. For additional information, visit <http://www.holdenadvisors.com>.

About Columbia University Executive Education

Since 1951, more than 48,000 executives from Global 1000 companies in over 100 countries have benefited from Columbia Business School's unique, results-oriented approach to executive education. Executive Education courses provide a powerful combination of theory, practical knowledge and application. For additional information, visit <http://www0.gsb.columbia.edu/execed/>.