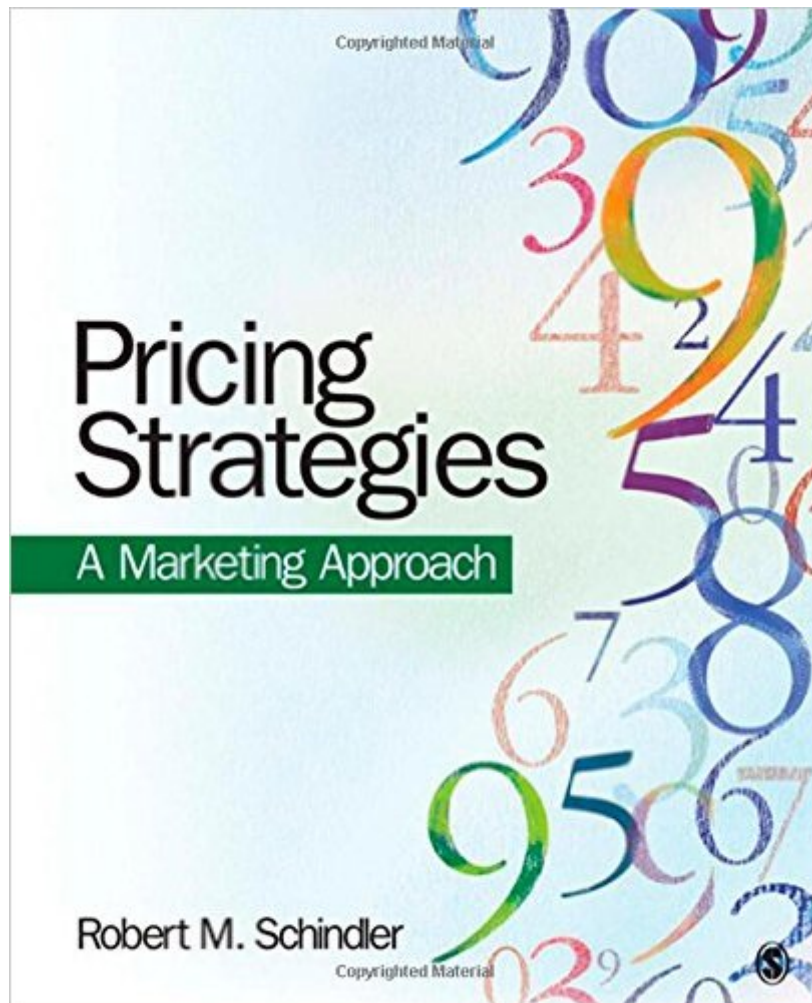


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# Pricing Strategies: A Marketing Approach



## Synopsis

Written by a leading pricing researcher, Pricing Strategies makes this essential aspect of business accessible through a simple unified system for the setting and management of prices. Robert M. Schindler demystifies the math necessary for making effective pricing decisions. His intuitive approach to understanding basic pricing concepts presents mathematical techniques as simply more detailed specifications of these concepts.

## Book Information

Hardcover: 416 pages

Publisher: SAGE Publications, Inc (October 11, 2011)

Language: English

ISBN-10: 1412964741

ISBN-13: 978-1412964746

Product Dimensions: 7.4 x 1 x 9.2 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

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