



## **Pricing Perspectives: Marketing and Management Implications of New Theories and Applications**

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# Pricing Perspectives: Marketing and Management Implications of New Theories and Applications

## **Pricing Perspectives: Marketing and Management Implications of New Theories and Applications**

The world of pricing has been changing at a fast pace. There has been a development of new dynamic pricing strategies, an explosion of new pricing tactics, and a focus on smarter buyers. This book focuses on those developments and highlights new perspectives for pricing strategies.

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