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or, even worse, ignite a
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your product or service often feels more like an art than a science. Today's consumers are more price-sensitive and cost-savvy than ever. Price a product too high and you may limit your market. Price too low

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and not only will you leave money on the table, you may damage your brand or, even worse, ignite a competitive price war. This book provides the techniques you'll need to manage your pricing strategy with confidence.

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everyday business

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strategies for a world that
never stops changing. The
rise of e-commerce. Big
data. AI. Given these trends
(and many others), there's
no doubt that sales is
changing. But much of the

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current conventional wisdom
is misleading and not
supported by empirical data.
If you as a manager fail to
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will make decisions based on
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just a matter of removing
the guesswork. That happens
when you put customer demand
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