



Marketing Decision Making and the Management of Pricing: Successful Business Tools (Advances in Marketing, Customer Relationship Management, and)

Rajagopal

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Marketing Decision Making and the Management of Pricing: Successful Business Tools provides the latest research studies, market analysis, and best practices utilized in emerging markets to gain competitive advantage and market leadership. This reference source is useful for corporate managers, undergraduate and graduate students, and research scholars intending to increase their knowledge on pricing strategy and profit management. This book is part of the Advances in Marketing, Customer Relationship Management, and E-Services series collection.

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