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**The Price is Right? Guidelines for Pricing to Enhance Profitability**

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Guidelines for Pricing  
to enhance profitability

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(1)  
The Power of  
Pricing

(3)  
Modifying Price

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(2)  
Setting the Base  
Price

(4)  
Monitoring  
Pricing

(1.1)

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Pricing has  
Significant Impact





(1.2)

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It's all about the  
"Relative Price"