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In Smart Pricing: How Google, Priceline and Leading Businesses Use Pricing Innovation for Profitability, Wharton professors and renowned pricing experts Jagmohan Raju and Z John Zhang draw on examples from high tech to low tech, from consumer markets to business markets, and from US to abroad, to tell the

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pricing, competition-based pricing, or consumer-based pricing Each of these approaches requires human intervention, and each is

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