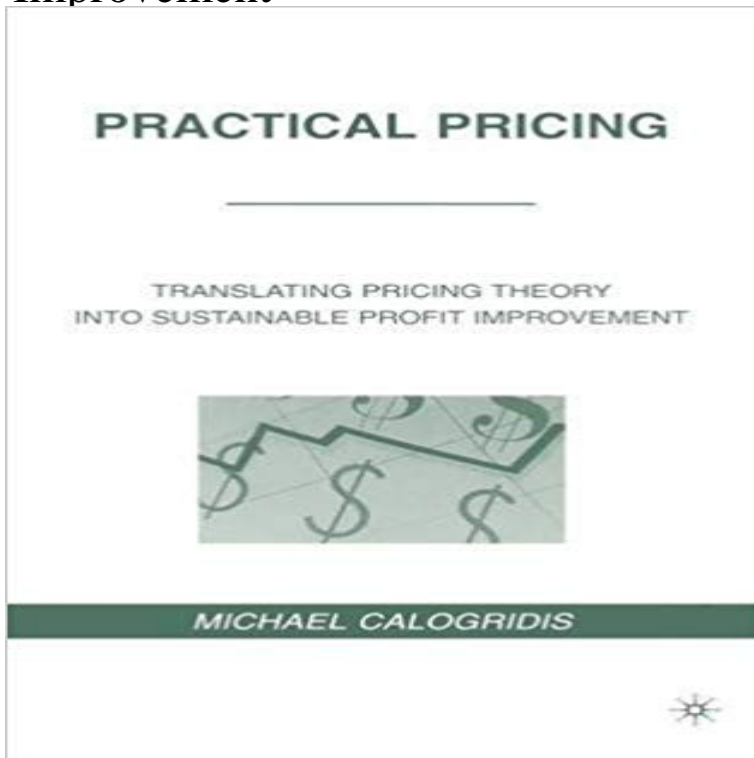


# Practical Pricing: Translating Pricing Theory into Sustainable Profit Improvement



This book is about taking a theory, pricing, and translating it into an operational practice that can be used by a company on an everyday basis easily with maximum results. This book provides, in detail, all the steps and input required to build out a pricing strategy and function.

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