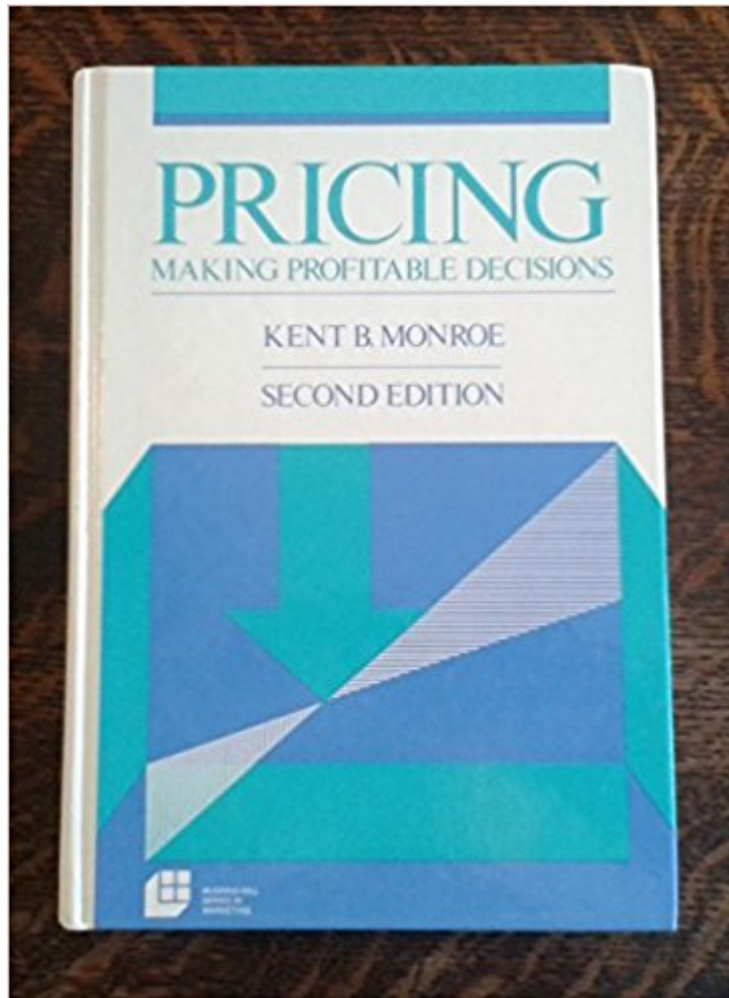




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Book Information

Series: Mcgraw Hill Series in Marketing

Hardcover: 528 pages

Publisher: Mcgraw-Hill College; 2 Sub edition (April 1990)

Language: English

ISBN-10: 0070427828

ISBN-13: 978-0070427822

Product Dimensions: 1 x 6.5 x 9.5 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

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Customer Reviews

Kent Monroe is a professor at the University of Illinois. --This text refers to an out of print or unavailable edition of this title.

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This is a great book for anyone interested really studying pricing. The author includes examples and good information concerning many areas of pricing including the microeconomy theory and cost structure. Romeo Richards How To Market And Manage A Professional Firm

It is a good one, it goes in deep in all areas about pricing, analyses microeconomy theory about pricing, customer behavior, cost structure, competence signaling, price wars, etc. is a must if you want to learn about pricing.

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