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Thus, It Could Be Argued That Competition-based Pricing Is The Third Main Strategy For Pricing. With An Effort To Clarify Main Strategies Of Pricing And Providing Necessary Background Information To The Reader, A Table Has Been Created And Could Be Seen In Figure 2. Figure 2: Most Used Pric Feb 2th, 2024

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Process Are A Direct Result Of A Company's Overall Strategy. A Company May Pursue A Growth Strategy Of Rapidly Increasing Market Penetration And Market Share. This Will Require, At Least In The Short Term, The Adoption Of A Different Pricing Strategy Than The Pursuit Of A Strategy Aimed At Feb 2th, 2024

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