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*#1 New York Times
Bestseller Over 10
million copies sold In
this generation-
defining self-help
guide, a superstar
blogger cuts through
the crap to show us
how to stop trying to
be "positive" all the
time so that we can
truly become better,
happier people. For*

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*decades, we've been told that positive thinking is the key to a happy, rich life. "F**k positivity," Mark Manson says. "Let's be honest, shit is f**ked and we have to live with it." In his wildly popular Internet blog, Manson doesn't sugarcoat or equivocate. He tells it*

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*like it is—a dose of raw, refreshing, honest truth that is sorely lacking today. The Subtle Art of Not Giving a F**k is his antidote to the coddling, let's-all-feel-good mindset that has infected American society and spoiled a generation, rewarding them with gold medals*

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just for showing up.

Manson makes the argument, backed both by academic research and well-timed poop jokes, that improving our lives hinges not on our ability to turn lemons into lemonade, but on learning to stomach lemons better. Human beings are flawed and

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limited—"not everybody can be extraordinary, there are winners and losers in society, and some of it is not fair or your fault." Manson advises us to get to know our limitations and accept them.

Once we embrace our fears, faults, and uncertainties, once we

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*stop running and
avoiding and start
confronting painful
truths, we can begin to
find the courage,
perseverance, honesty,
responsibility,
curiosity, and
forgiveness we seek.*

*There are only so
many things we can
give a f**k about so
we need to figure out*

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*which ones really
matter, Manson makes
clear. While money is
nice, caring about
what you do with your
life is better, because
true wealth is about
experience. A much-
needed grab-you-by-th
e-shoulders-and-look-
you-in-the-eye
moment of real-talk,
filled with*

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*entertaining stories
and profane, ruthless
humor, The Subtle Art
of Not Giving a F**k*

*is a refreshing slap for
a generation to help
them lead contented,
grounded lives.*

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How do dealers price contemporary art in a world where objective criteria seem absent?

Talking Prices is the first book to examine this question from a sociological perspective. On the basis of a wide range of qualitative and quantitative data, including interviews

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with art dealers in

New York and

Amsterdam, Olav

Velthuis shows how

contemporary art

galleries juggle the

contradictory logics of

art and economics. In

doing so, they rely on

a highly ritualized

business repertoire.

For instance, a sharp

distinction between a

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*gallery's museumlike
front space and its
businesslike back
space safeguards the
separation of art from
commerce. Velthuis
shows that prices, far
from being abstract
numbers, convey rich
meanings to trading
partners that extend
well beyond the works
of art. A high price*

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may indicate not only the quality of a work but also the identity of collectors who bought it before the artist's reputation was established. Such meanings are far from unequivocal. For some, a high price may be a symbol of status; for others, it is a symbol of fraud.

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Whereas sociological thought has long viewed prices as reducing qualities to quantities, this pathbreaking and engagingly written book reveals the rich world behind these numerical values. Art dealers distinguish different types of prices and attach

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moral significance to them. Thus the price mechanism constitutes a symbolic system akin to language.

In this highly original study, Vanessa Russ examines the gradual invention of Aboriginal art within the Art Gallery of New South Wales. This process occurred as

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*the social histories of
Australia expanded
and recognised
Aboriginal people,
through wars and
political shifts, and as
international
organisations began
placing pressure on
nation states to
expand, diversify, and
respect multicultural
perspectives. This*

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book explores a state art institution as a case study to consider these complex narratives through a single history of Aboriginal art from early colonisation until today. The book will be of interest to scholars working in art history, museum studies, and

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Indigenous studies.

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Setting Price Levels,

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*Radical Price
Fundamentals of
Transfer Pricing
100+ Effects on
Persuasion and
Influence Every
Entrepreneur,
Marketer and Pricing
Manager Needs to
Know*

The fact that
we will die,
and that our

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death can come at any time, pervades the entirety of our living. There are many ways to think about and deal with death. Among those ways, however, a good number of them are attempts to

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escape its
grip. In this
book, Todd May
seeks to
confront death
in its power.
He considers
the possibility
that our mortal
deaths are the
end of us, and
asks what this
might mean for

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our living.
What lessons
can we draw
from our
mortality? And
how might we
live as
creatures who
die, and who
know we are
going to die?
In answering
these

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questions, May
brings together
two divergent
perspectives on
death. The
first holds
that death is
not an evil, or
at least that
immortality
would be far
worse than
dying. The

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second holds
that death is
indeed an evil,
and that there
is no escaping
that fact. May
shows that if
we are to live
with death, we
need to hold
these two
perspectives
together. Their

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convergence
yields both a
beauty and a
tragedy to our
living that are
inextricably en
twined. Drawing
on the thoughts
of many
philosophers
and writers -
ancient and
modern - as

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well as his own
experience, May
puts forward a
particular view
of how we might
think about
and, more
importantly,
live our lives
in view of the
inescapability
of our dying.
In the end, he

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argues, it is precisely the contingency of our lives that must be grasped and which must be folded into the hours or years that remain to each of us, so that we can live each moment as

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though it were
at once a link
to an uncertain
future and yet
perhaps the
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contends in a
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is clear from
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"Pricing
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products and
services is one
of the most

crucial, and
difficult,

decisions that
an entrepreneur
will make...he

(Mohammed)

finds

psychological

and

macroeconomic

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disciplined
science as art,
and that
masters of this
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you have a
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both to meet
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when there is a visible element included, like in hairdressing or home repairs, you want to ensure this is not a one-time purchase and you never see that client again. When you

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work hard to attract new clients, it is essential to also work hard to keep them. Packaging your services in different ways can increase your sales and keep your clients for

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longer. After
all, many
services work
better if
clients make a
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commitment.
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for service
providers who
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sales and

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conversions by
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many business
owners, the
process of
determining how to
price products or
services is akin to
boiling eye of newt
in a cauldron
surrounded by

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wicked witches.
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Pricing should be
of the utmost

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importance to
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business owners
because it is
possible to use
price strategies to
engineer a
deliberate profit. It
is possible to drive
sales and cut
costs. An
accountant can tell
you how to cut

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costs. Sales
trainers can help
you improve sales.
But what is often
mostly ignored is
pricing, and
focusing on price
allows you to find
that sweet spot
where you become
the price leader
because you are

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the best in your
industry or area,

and the go-to
company because

of the value you

offer. Finding the

right pricing

strategy is, like

developing a sales

program, work. It

takes testing and
tweaking. But the

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"how" and "why"
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are really worth,
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drive larger profits,
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build wealth, and
eventually attract
buyers when the
time comes to
retire to a sandy
beach.

Every day we
make choices.
Coke or Pepsi?

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these choices

define us and

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questions about

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**applications and
examples; all of
these facets will
better equip
students for
handling real-
world problems.
For
mathematically
inclined
researchers and
practitioners, it**

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**will doubtless
prove to be thou
ght-provoking
and an**

**invaluable
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**Richard Ratliff,
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**Scientist at
Sabre “This**

**book, written by
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How to Price

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enables visual
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artists, knowing
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your art is a
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which takes the
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that the
confusion of
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you create and
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holistic
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pricing strategy
and tactical
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that the Ancient
Romans used
one word,
pretium, to
mean both price**

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advancements,
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**measurement
and sensor
technologies
that have led to
a wealth of
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systems,
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and the sharing
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well as
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result is a
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recognize that
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1980s, the near-
worship of artistic
genius produced
auction sales of
works by Vincent
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Pablo Picasso for
tens of millions of
dollars, over \$15
million for a
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**Johns, and record
prices for works by
many other
deceased and even
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was no longer
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to maintain that art
works are the**

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**possess a rare and
special gift. They
are, rather, joint
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people who
cooperate via an art
world's
characteristic
conventions to
bring works like
that into existence.**

Artists are some

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**sub-group of the
world's
participants who,
by common**

**agreement, possess
a specialgift,
therefore make a
unique and
indispensable
contribution to the
work, and thereby
make it art. (1982:**

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**35) The concept of
the art world-with
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topics, the work

undertaken by the

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and illustrative
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the specific topics
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officials interested
in understanding
transfer pricing.
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focus on driving
volume or reducing
costs rather than
increasing price
under the mistaken
belief they have
greater control over
volume and costs

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than price. Yet, a 1% increase in price (holding volume fixed) has a greater impact on operating profit than a 1% increase in volume or a 1% decrease in cost. By not seizing the initiative on price, businesses abrogate

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**decisions about
price to
competitors,
customers, and the
channel. A careful
analysis and
understanding of
those same actors
could help them
price in a more
profitable manner.
Hence, this book,**

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**which is designed
to communicate the
fundamental
principles of
pricing. In marked
contrast to other
books on pricing,
this one is based on
economic theory.**

**This is not to deny
the value to be had
from looking at**

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pricing through
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other lenses. It is
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simply that these
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other lenses do not
yet provide a
systematic and
organized way to
think about
pricing. Economic
theory does. Its
power is not in the
provision of to-do

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**lists or the
Gradgrind-like
accumulation of
facts.⁸ Rather, it is
in generating the
right questions to
be asked. Both our
own experiences
and that related to
us by our students
who have taken our
classes has**

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**confirmed us in
this view. A second
point of contrast
with other
treatments of
pricing is that we
convey principles
through stylized
examples rather
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rovided by
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Brené Brown**

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writes, "If we want to find the way back to ourselves and one another, we need language and the grounded confidence to both tell our stories and be stewards of the stories that we hear. This is the framework for

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*meaningful
connection.” In
Atlas of the Heart,
Brown takes us on
a journey through
eighty-seven of the
emotions and
experiences that
define what it
means to be
human. As she
maps the*

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*necessary skills
and an actionable
framework for
meaningful
connection, she
gives us the
language and tools
to access a
universe of new
choices and
second chances—a
universe where we*

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*can share and
steward the stories
of our bravest and
most*

*heartbreaking
moments with one
another in a way
that builds
connection. Over
the past two
decades, Brown's
extensive research*

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into the experiences that make us who we are has shaped the cultural conversation and helped define what it means to be courageous with our lives. Atlas of the Heart draws on this research, as

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*well as on
Brown's singular
skills as a
storyteller, to show
us how accurately
naming an
experience
doesn't give the
experience more
power—it gives us
the power of
understanding,*

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*meaning, and
choice. Brown
shares, "I want
this book to be an
atlas for all of us,
because I believe
that, with an
adventurous heart
and the right
maps, we can
travel anywhere
and never fear*

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losing ourselves.”

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contemporary art
world in Latin
America from an
anthropological
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recognises the
recent
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Lima's art scene.*

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*Giuliana Borea
traces the
practices of artists,
curators,
collectors, art
dealers and
museums,
identifying three
key moments in
this reconfiguration
of contemporary
art in Lima: artistic*

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the strengthening
of Latin American
art networks; and
of the rise of the
art market. In so
doing, Borea
highlights the*

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*different actors
that come into play
in activating and
de-activating,
directions and
imaginations. The
book exposes the
practices of the
local, the global,
indigeneity and
politics in the arts,
and reveals that*

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*the strengthening
of the Lima art
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what to pay for
college—a decision
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confusing because
of the Covid-19
pandemic. Sending
a teenager to a
flagship state
university for four
years of on-campus
living costs more
than \$100,000 in
many parts of the

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United States.

Meanwhile, many families of freshmen attending selective private colleges will spend triple—over \$300,000. With the same passion, smarts, and humor that infuse his personal finance column, Ron Lieber offers a much-

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needed roadmap to
help families

navigate this

difficult and often
confusing journey.

Lieber begins by
explaining who pays
what and why and
how the financial
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complicated. He
also pulls the
curtain back on
merit aid, an

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entirely new form
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of discounting that
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most colleges now
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use to compete with
peers. While price
is essential, value is
paramount. So what
is worth paying
extra for, and how
do you know when
it exists in
abundance at any
particular school? Is
a small college

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better than a big
one? Who actually
does the teaching?
Given that every
college claims to
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should we actually
believe? He asks
the tough questions
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parents don't know
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(or are afraid) to
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ask and summarizes
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the research about
what matters and
what doesn't.

Finally, Lieber
calmly walks
families through the
process of setting
financial goals,
explaining the
system to their
children and

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figuring out the
right ways to save,
borrow, and bargain
for a better deal.

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the joy and wonder
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found that if
companies
raised prices
by just 1%,
their average
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profits would
increase by

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**11%. Using a
1% increase in
price, some
companies**

**would see even
more growth in
percentage of
profit: Sears,
155%;**

**McKesson,
100%; Tyson,
81%; Land**

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*O'Lakes, 58%;
and Whirlpool,
35%. The good*

*news is that
better pricing
is more than
simply raising
prices.*

*Instead, the
key is to
offer
customers a*

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*variety of
pricing
options. This
strategy is*

win-win:

*profits to
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how do
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customer. In
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life, we

constantly
make decisions
about whether
something is
worth our
money or our
time, or try
to convince

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others to part
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with their
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money or their
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the place
where value
and money
meet. From the
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store, price
is the most
powerful and
pervasive
economic force
in our day-to-
day lives and*

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one of the

least

understood.

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successful

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sounds like an

exotic

cocktail, with

equal parts

psychology,

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strategy,
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tools and
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incentives
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stirred up
together,
usually with
just enough
math to sour
the taste.
That leads
managers to
water down the

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*drink with
hunches and
rules of
thumb, or
leave out the
parts with
which they
don't feel
comfortable.
While this
makes for a
sweeter drink,*

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*it often lacks
the punch to
have an impact
on the*

*customer or on
the business.*

*It doesn't
have to be
that way,
though, as
Hermann Simon
illustrates*

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*perceive it,
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nothing out of
the pricing
cocktail, but
still makes it*

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*go down
smoothly and
leaves you
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will never
look at
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same way

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*use. For many
business*

*owners, the
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*how to price
products or
services is
akin to
boiling eye of
newt in a
cauldron
surrounded by
wicked
witches. But
pricing is not
magic, any*

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*more than
selling is
magic. The
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*importance to
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price allows
you to find
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become the
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