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involves taking a tactical, analytical approach to your pricing—requiring analysis of your price points, sales channels, and various other areas of your business—in order to maximize it.

What is Revenue Optimization? Using Pricing to Optimize ...

*Page 11/29*

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*Page 15/29*

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strategies often gets... Inventory. The simple truth is that the more inventory you have, the more variations you can offer, the more you can... Marketing. To influence the ...

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to improve business decisions. It is one of many increasingly important topics that have grown out of the disciplines of Operations Research and Management Science.

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*Page 25/29*

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to determine capacity and pricing in real  
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*Page 29/29*