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Altri autori (Persone)	EstelamiHooman MaxwellSarah
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Nota di contenuto	Cover; Contents; Introduction; Leveraging profitability in low-margin markets; Dimensions of price differential policies and seller trustworthiness: a social justice perspective; Price endings: magic and math; The role of perceived risk in pricing strategy for industrial products: a point-of-view perspective; Price-end biases in financial products; Explanatory factors regarding manufacturer brand price consistency;
Sommario/riassunto	For the special annual issue on pricing, the articles demonstrate the goals of the journal: to publish both theoretic and practical articles on pricing from international scholars. The first article examines the little-researched profit concerns of managers in low margin markets.