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Sommario/riassunto	The practice of pricing is undergoing constant change. The brand manager's decision process on what price to charge has evolved over the years, and has become an increasingly complicated task. While pricing decisions were often guided by cost, the competitive nature of markets and the increasing complexity of consumer psychology have shifted pricing practice into an arena where factors other than cost determine optimal prices. The papers included in this e-book reflect

the underlying theme that price setting practices by brand managers
need to integrate the knowledge of consumers' psychologica
