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Phillips, Robert L. (Robert Lewis), 1955-
2005; Stanford, Calif. : Stanford Business Books

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markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager."--Jacket.

Phillips, Robert L. (Robert Lewis), 1955- >

Robert L. Phillips

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English

xii, 355 pages : illustrations ; 26 cm

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Includes bibliographical references (pages 337-343) and index.

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