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Chapter 26 Pricing Strategies**Section 26.2 Pricing Process Strategies****Section Outline with Content and Academic Vocabulary****Section Outline**

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Product Mix Strategies

Price Lining

Optional Product

Captive Product

By-Product

Bundle Pricing

Geographical Pricing

International Pricing

Segmented Pricing Strategies

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Trade Discounts

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The Pricing Process and Related Technology

Determining Prices

Step 1: Establish Pricing Objectives

Step 2: Determine Costs

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Chapter 26 Marketing Essentials

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