

**Making Pricing Decisions: Study Of Managerial  
Practices By Adamantios Diamantopoulos; Brian  
Mathews**

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### **Viaf id: 34552588 (personal)**

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This section of the tutorial on pricing decisions provides a definition of price from the view of buyer and seller and also looks at how price compares to cost and

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1.3 Aims and Objectives of the Research Study: pricing decision making and profit gain for in inappropriate for product costing and pricing decision.

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