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Consumer-based pricing is the third
common approach firms use to set their
prices. In this case, the firm first sizes up
its customers to determine how much
each customer is willing to pay for its
product or service and then charges the
price each customer is willing to bear.

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Car dealers often take this approach.

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It is an introduction to the pros and cons of many different and unique pricing models. They go into price wars and focus on more than just the one item that is on sale. All of them together give insights into ways to price and market based on price for your own service or product.

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