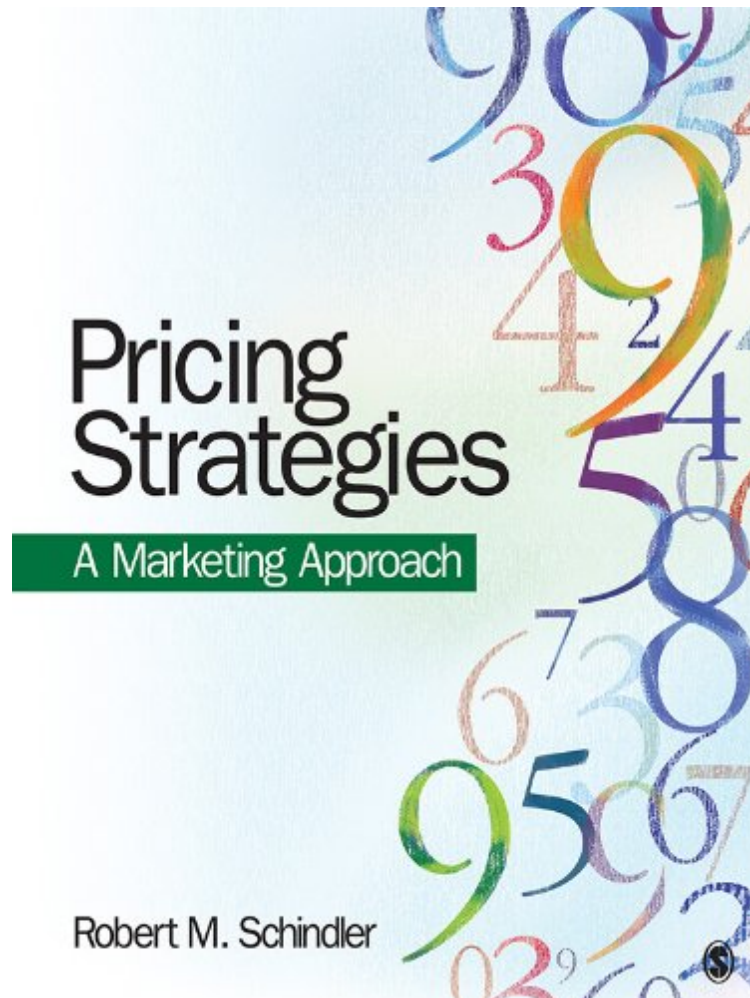


Pricing Strategies: A Marketing Approach

Robert M. Schindler

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This book is consistent in its treatment, thorough, correct in scholarship, and well-researched. An impressive

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