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Complete summary of Rafi Mohammed's book: "The Art of Pricing: How to Find the Hidden Profits to Grow Your Business".

This summary of the ideas from Rafi Mohammed's book "The Art of Pricing" states that pricing is never "one-size-fits-all". If you think that way, you're leaving money on the table in the form of hidden profits you can and should access to grow your business. In his book, the author explains that instead of looking for the "perfect" price where consumer demand is optimized and your profits are maximized, try a more multi-dimensional approach instead. This summary offers three different tools that you will need to approach your pricing decisions more effectively and grow your business.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your knowledge

To learn more, read "The Art of Pricing" and discover the new approach to pricing that will access your hidden profits and help you to grow.

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