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The Price Advantage by three preeminent experts at McKinsey & Company is the most pragmatic and insightful book on pricing available. Based on in-depth, first-hand experience with hundreds of companies, this book is designed to provide managers with comprehensive guidance through the maze of pricing issues.

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Off Price Advantage Inc. is a New York Domestic Business Corporation filed on February 11, 1991. The company's filing status is listed as Inactive - Dissolution By Proclamation / Annulmen and its File Number is 1508044. The Registered Agent on file for this company is Off Price Advantage Inc. and is located at 1410 Broadway Lower Level, New York, NY 10018.

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The Price Advantage, written by Walter Baker, Michael Marn, and Craig Zawada, outlines how

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to initiate and maintain appropriate pricing in order to effectively increase profits. By taking advantage of minor price increases, a company can significantly increase its profits.

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