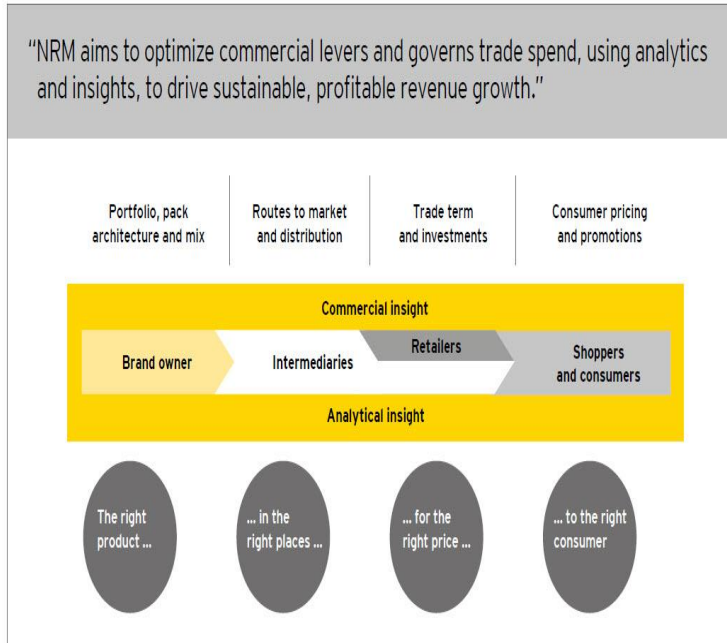


# Practical Pricing: Translating Pricing Theory Into Sustainable Profit Improvement

Figure 2. What is NRM?



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