



Pricing Strategies for Small Business (101 for Small Business Series)

Andrew Gregson

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Small business owners are frequently faced with challenging pricing dilemmas. Should you give Bob a better deal than Joe? Should you jack up your prices in one big jump, or frequently in smaller increments? If you raise prices by \$1.00, will you make more money, or will you lose money because customers will go elsewhere? Pricing can make or break a small business.

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