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## Chapter 26 Pricing Strategies

### Section 26.2. Pricing Process Strategies

#### Section Graphic Organizer

**Directions** Use the chart to identify strategies for adjusting prices and the six steps in setting prices.

#### Price Adjustment Strategies

1. Product mix strategies
  - a. Price lining
  - b.
  - c.
  - d.
  - e.

#### Six Steps in Determining Price

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.