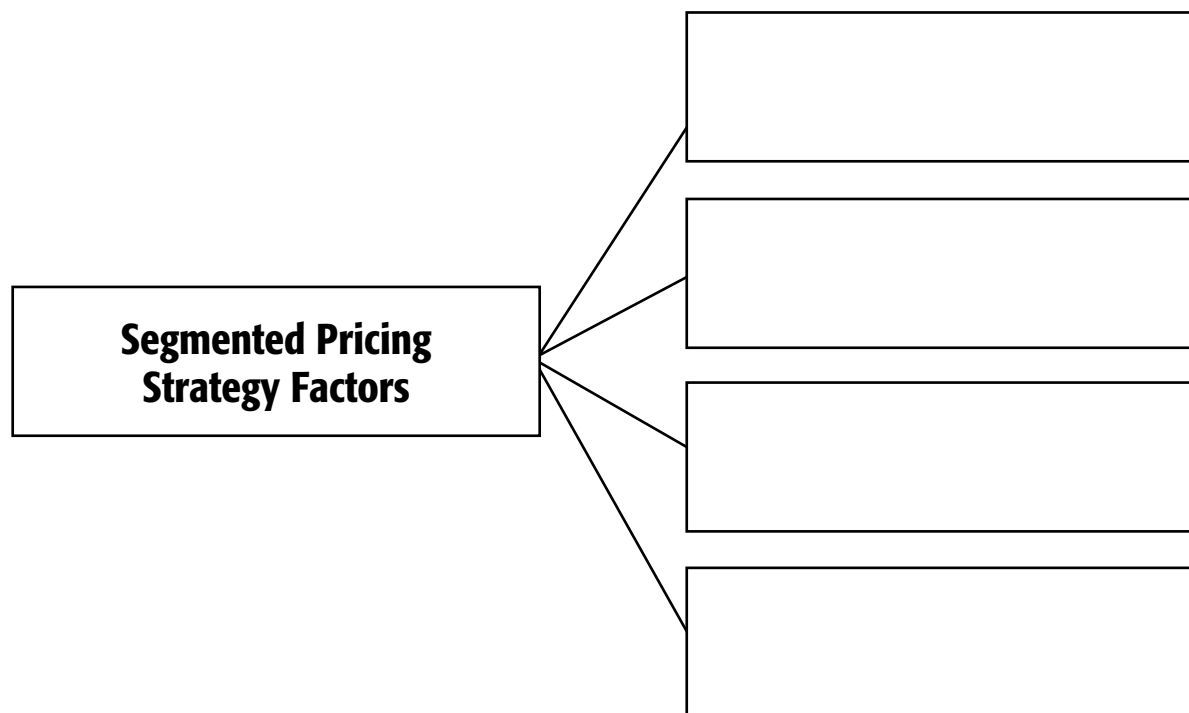


Chapter 26 Pricing Strategies

Segmented Pricing Strategy

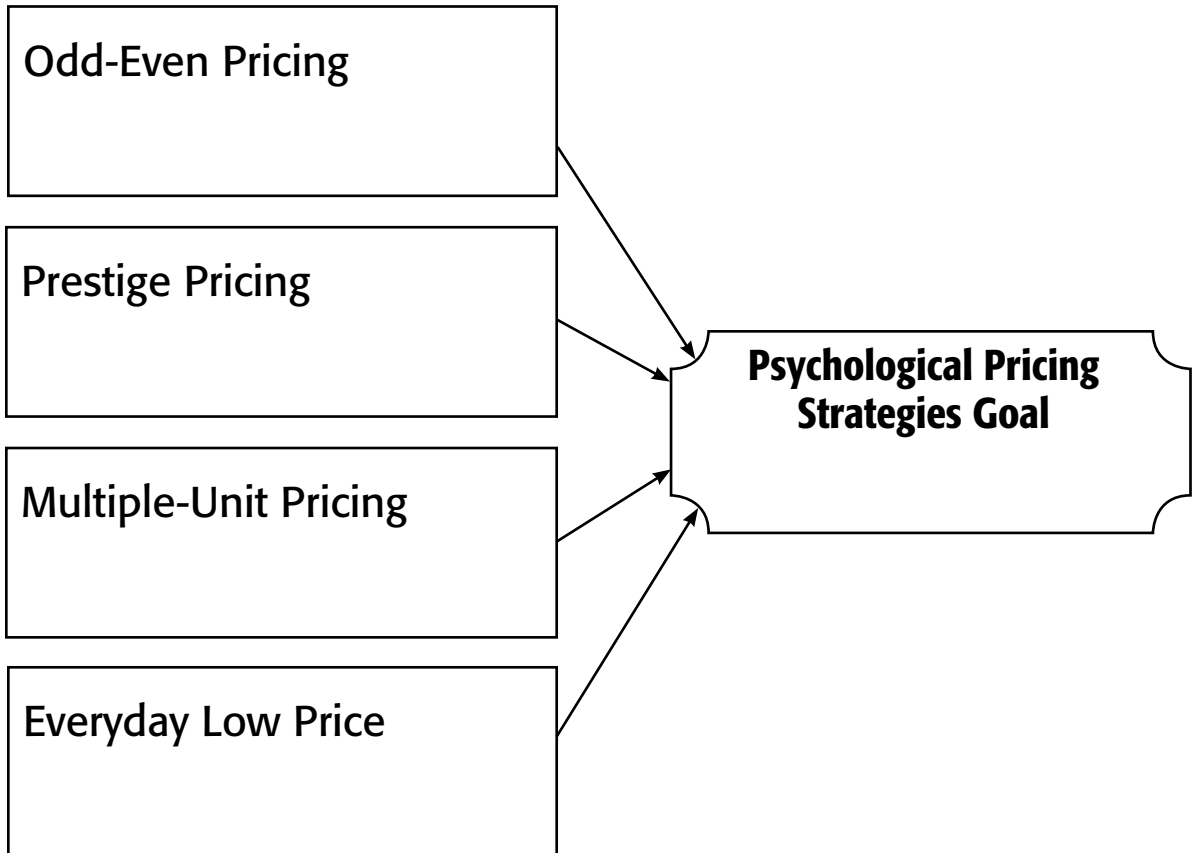
Directions Use this graphic organizer to list the four factors considered when developing segmented pricing strategies.



Chapter 26 Pricing Strategies

Psychological Pricing Strategies

Directions Use this graphic organizer to discuss the factors considered when developing psychological pricing strategies.



Chapter 26 Pricing Strategies

Six Steps Used to Determine Price

Directions Use this graphic organizer to review the six steps used to determine price.

