

Computergestützte Preispolitik Preisstrategische Entscheidungsmodelle F R Marketing Informationssysteme

[#Computerized pricing](#) [#Pricing strategy models](#) [#Decision support systems](#) [#Marketing information systems](#) [#Price optimization](#)

This topic explores sophisticated computer-aided pricing policy and strategic decision models, which are crucial for optimizing price strategies within modern marketing information systems. By leveraging advanced analytics and automated systems, these models enable businesses to make data-driven pricing decisions, ultimately enhancing competitiveness and profitability in dynamic market environments.

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