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Full Price Competing On Value

To stand apart from the competition and succeed in the new economy, businesses need to stop competing on price and focus instead on value. By meeting the highest needs of your company's premium customers, says master business strategist Thomas J. Winninger, you can maximize your value and charge full price.

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The fundamentals are always the same: Sell value. Don't compete on price. Here's how: 1. Make your target customer your best friend. Make your industry your inner circle.

How to Compete on Value, Not Price | Inc.com

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