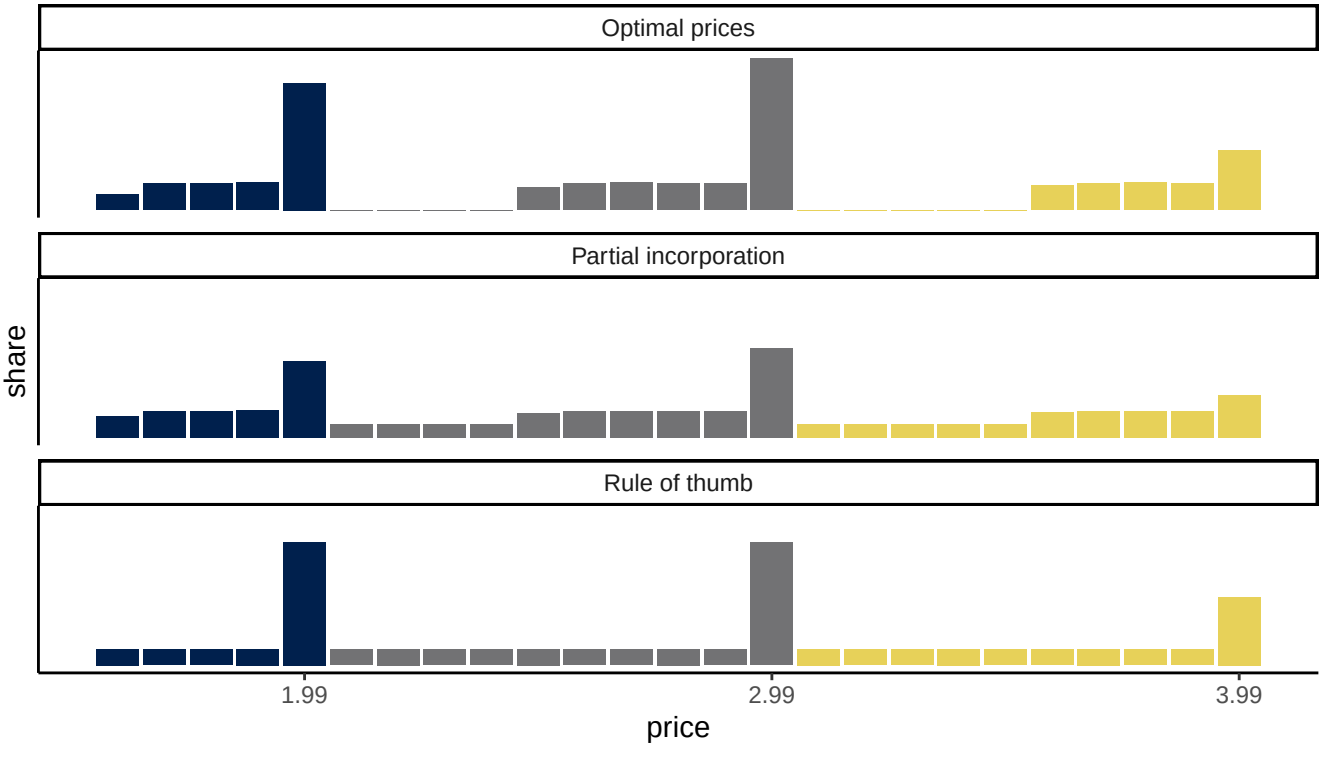
Optimal prices
Partial incorporation
Rule of thumb
share
1.99
2.99
3.99
price