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The Valuation of the Priceless - Lund University

the fact that most people consider life to be priceless and should therefore stand somewhat outside the grasp of economics Nevertheless, as Fuchs and Zechhauser (1987, p 267) put it: "That life is priceless need not imply that we will spare no expense to save a life or cure a disease Yet that myth persists and gives us comfort"

Priceless - Food & Water Watch

Priceless The Market Myth of Water Pricing Reform Table of Contents iv Executive Summary 1 Introduction 3 The Theory Behind Market-Based Water Pricing 4 Why Water Is Not Like Widgets 4 Water Costs, Values and Prices 5 The value and benefit of water 5 Accounting for the true cost of water

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Retail Pricing Strategies and Tactics Dr Chenguang Li service at a fair price Everyday low pricing (EDLP) charging a constant everyday low price with few or no temporary price discounts Priceless: The myth of fair value (and how to take advantage of it) Macmillan, 2010

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