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# SAS® Revenue Optimization Suite 4.2 Overview

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## ABSTRACT

Making revenue optimization processes and technology part of your organization's overall merchandising strategy can yield substantial bottom-line gains by improving pricing and promotion effectiveness and sell-through across the entire merchandising life cycle.

No paper was submitted for publication in the *Proceedings*. Check <http://support.sas.com/rnd/papers/> or contact the author.

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