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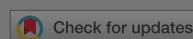
Articles

# The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices

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## ABSTRACT

A key tool used in demand or revenue management marketing strategies is the application of pricing tactics based on anticipated demand to enhance both customer utility and maximize firm performance (Wirtz et al., 2003). In the restaurant segment, particularly in quick-service restaurants (QSR), organizations focus on two main

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