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Specifically, it develops (i) models for optimal pricing strategies of subscription services on monopolistic and duopolistic markets; (ii) an analytical model for optimal investment and optimal pricing strategies for innovative maintenance service contracts; and (iii) a model for targeting customers in marketing campaigns. In addition, the models (i) (iii) can also be used to forecast an

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New product development process requires a number of decisions to be made well in advance of the product's launch and throughout the entire product's life-cycle. Those decisions include: investment, scheduling, targeted reliability, infrastructure size, etc. Their success depends on accuracy of