

THE HOMA FILES

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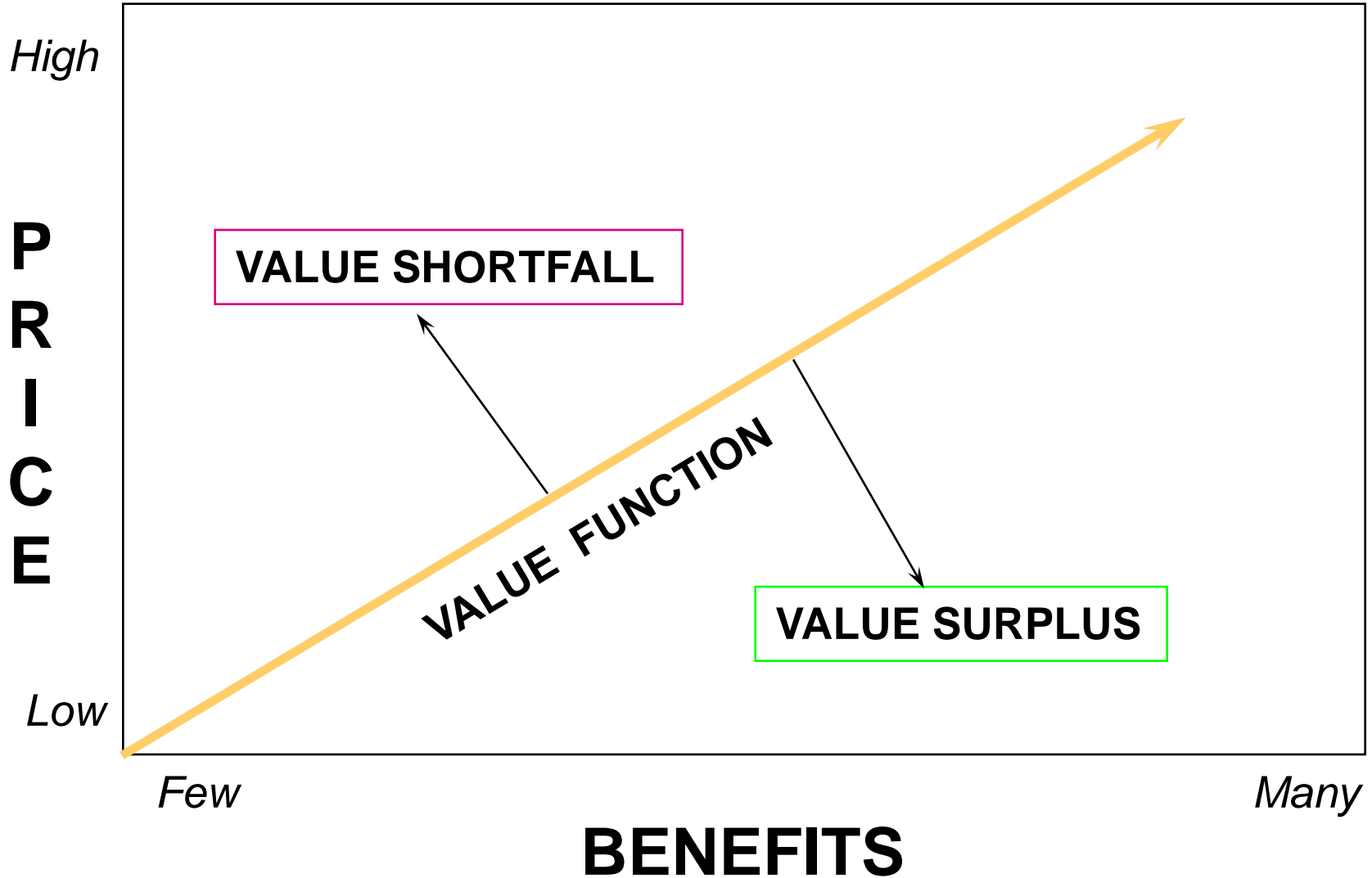
Value Function

Price–Cost Leverage
Market Value Pricing

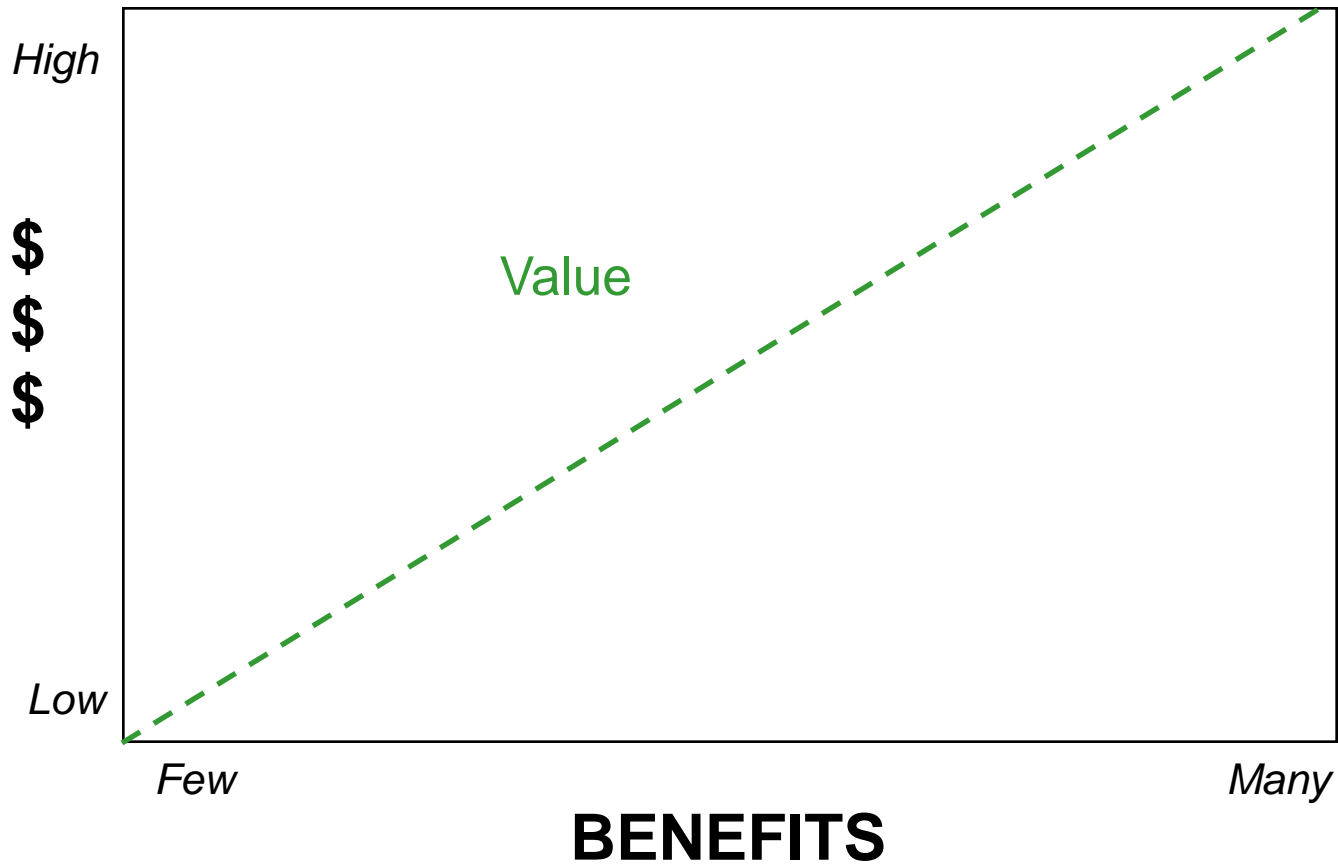
Proprietary Material

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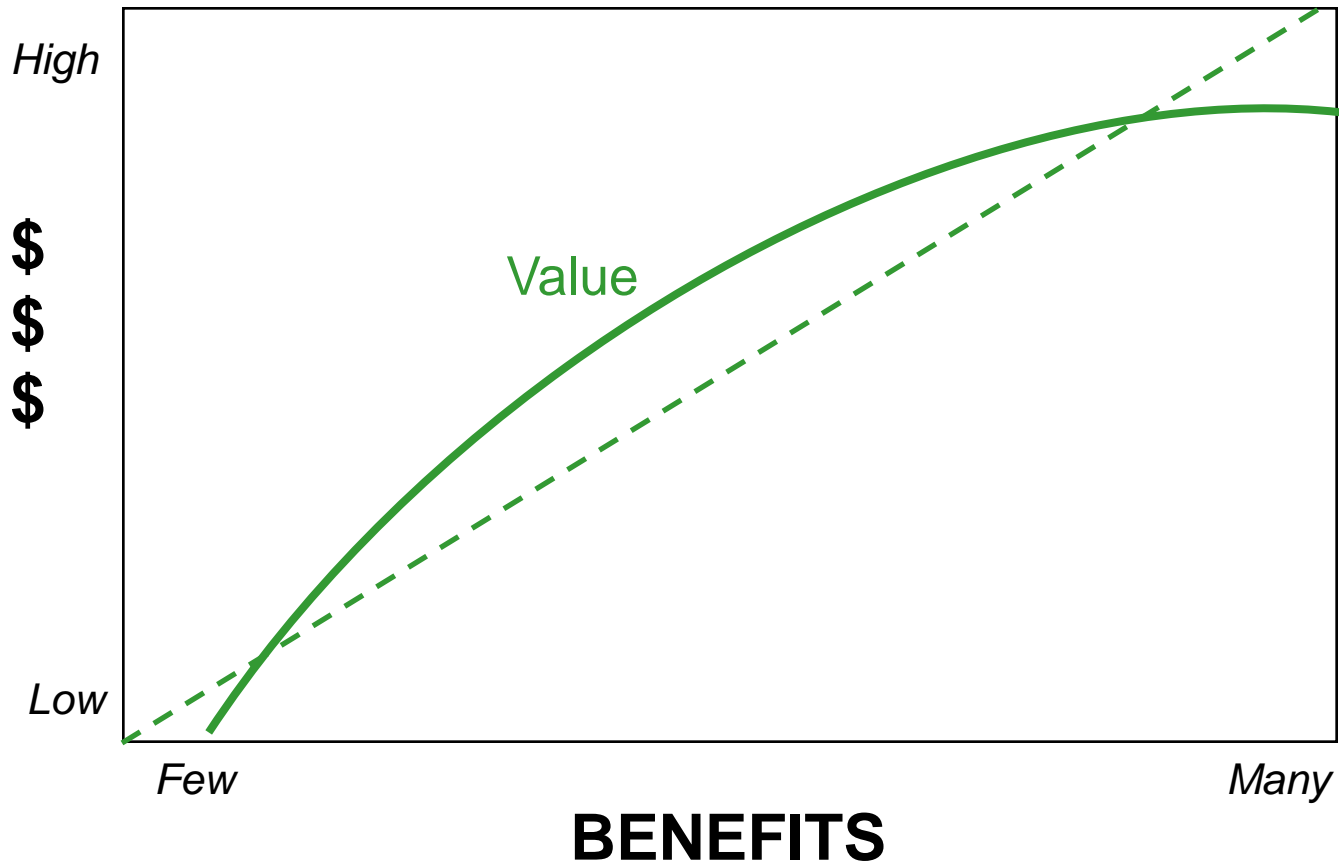
Value Map



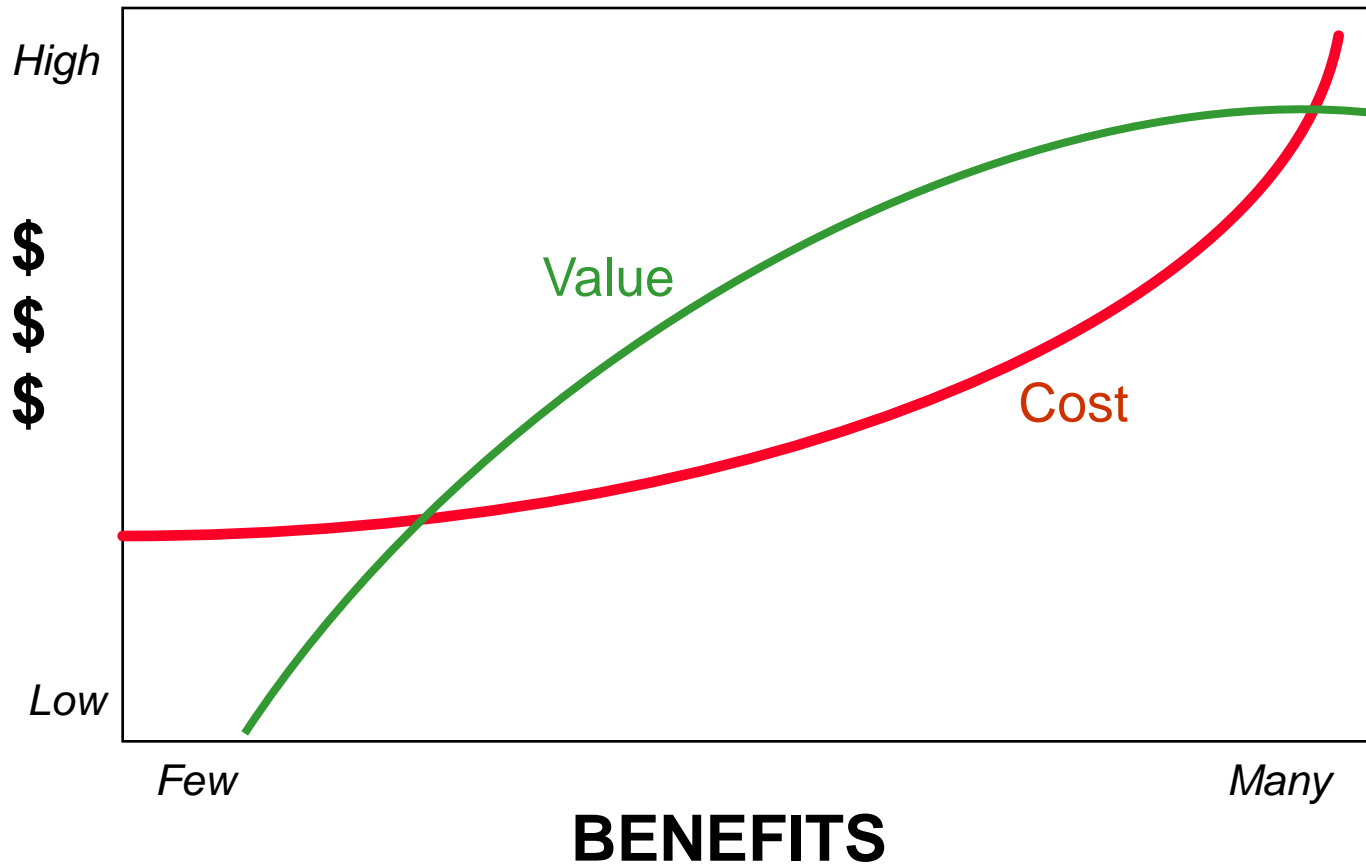
Market Value Pricing



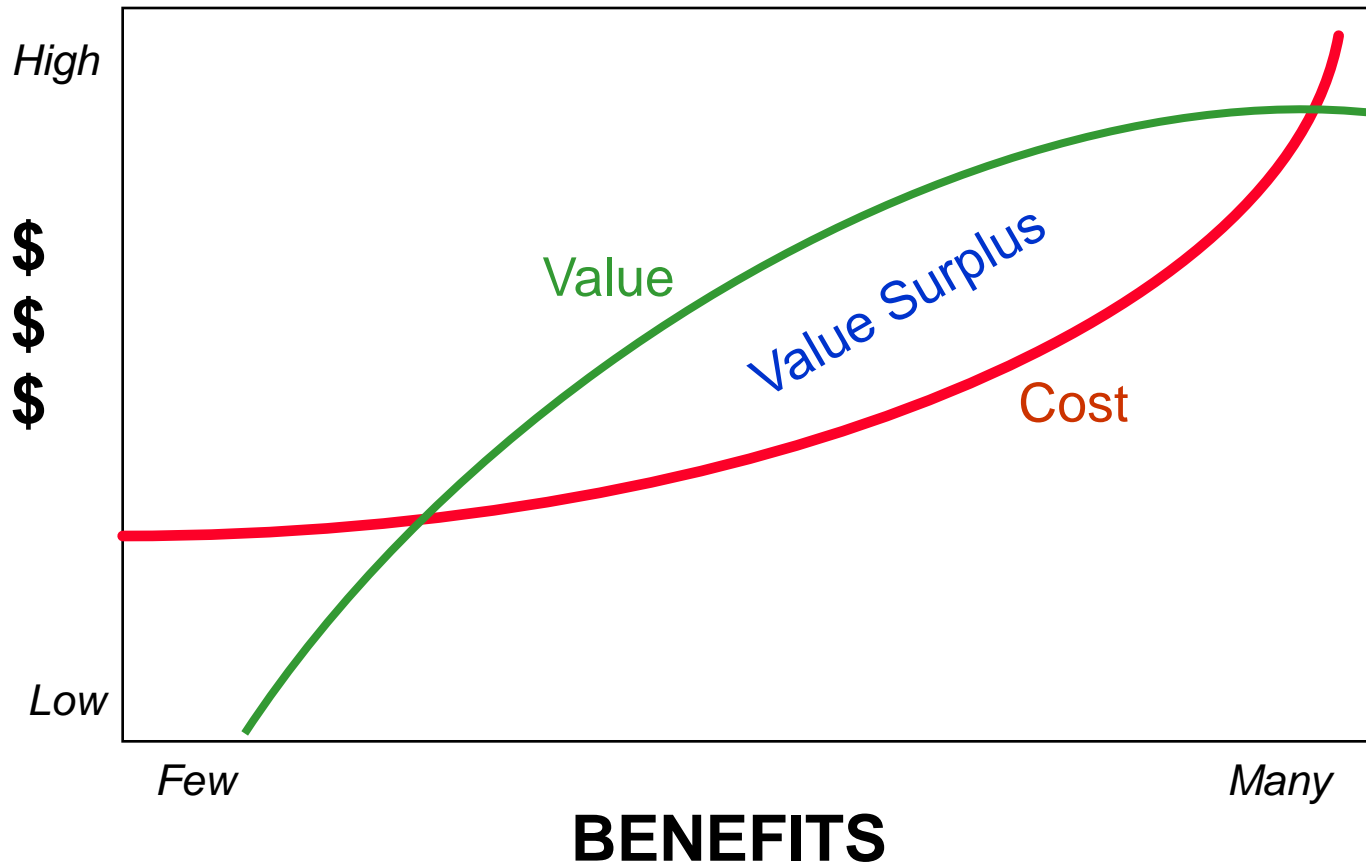
Market Value Pricing



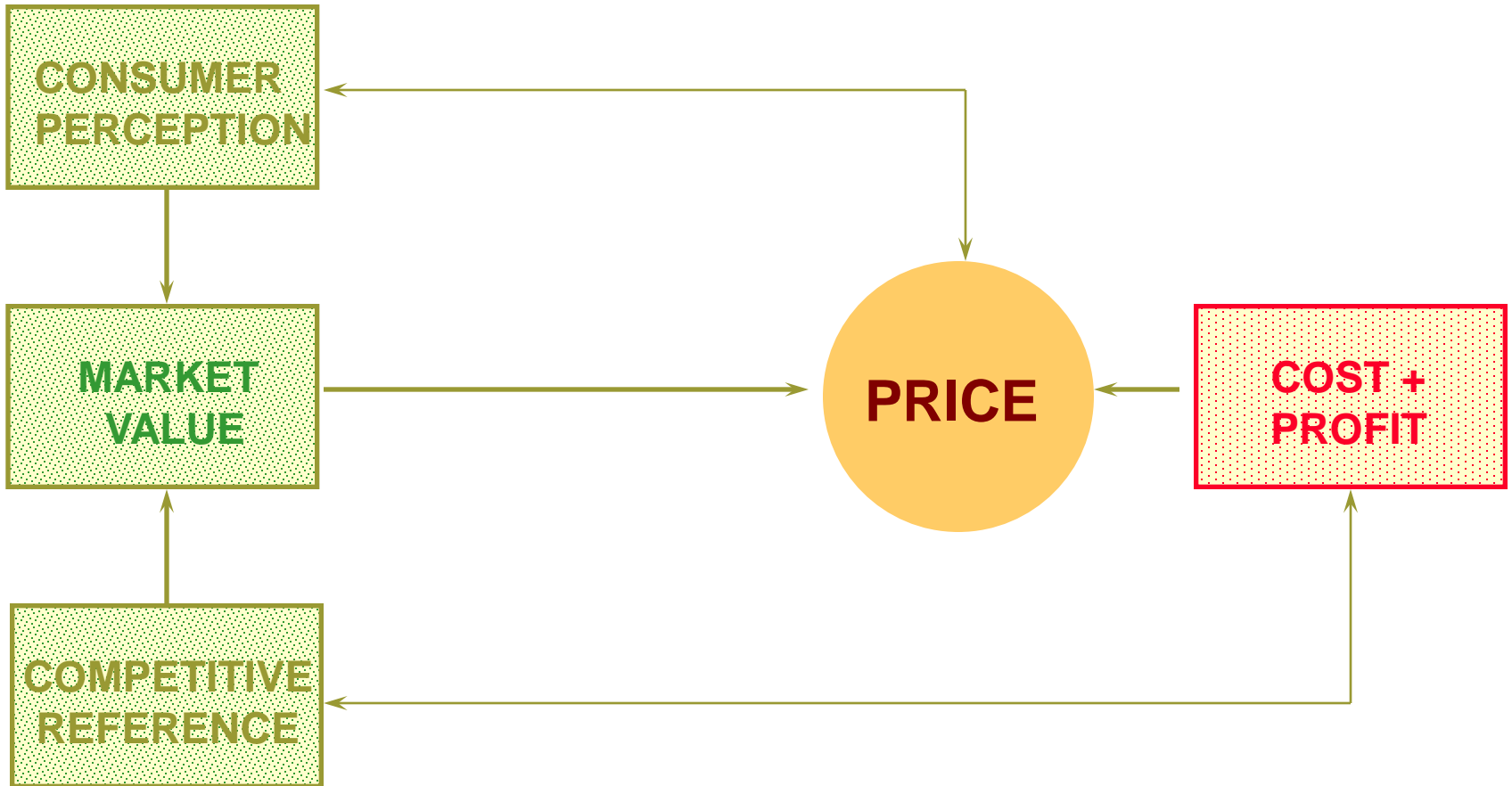
Market Value Pricing



Market Value Pricing

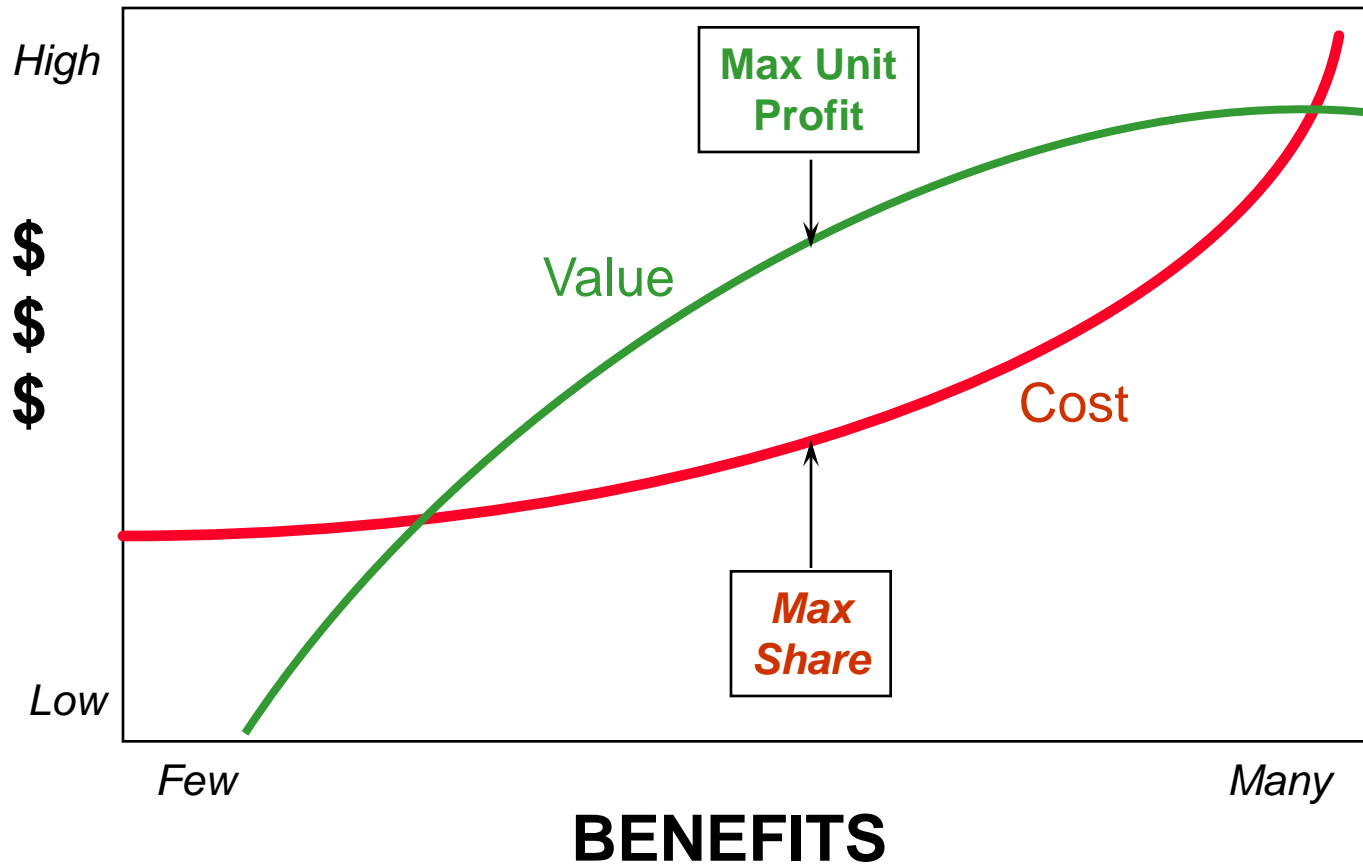


Pricing Dynamics

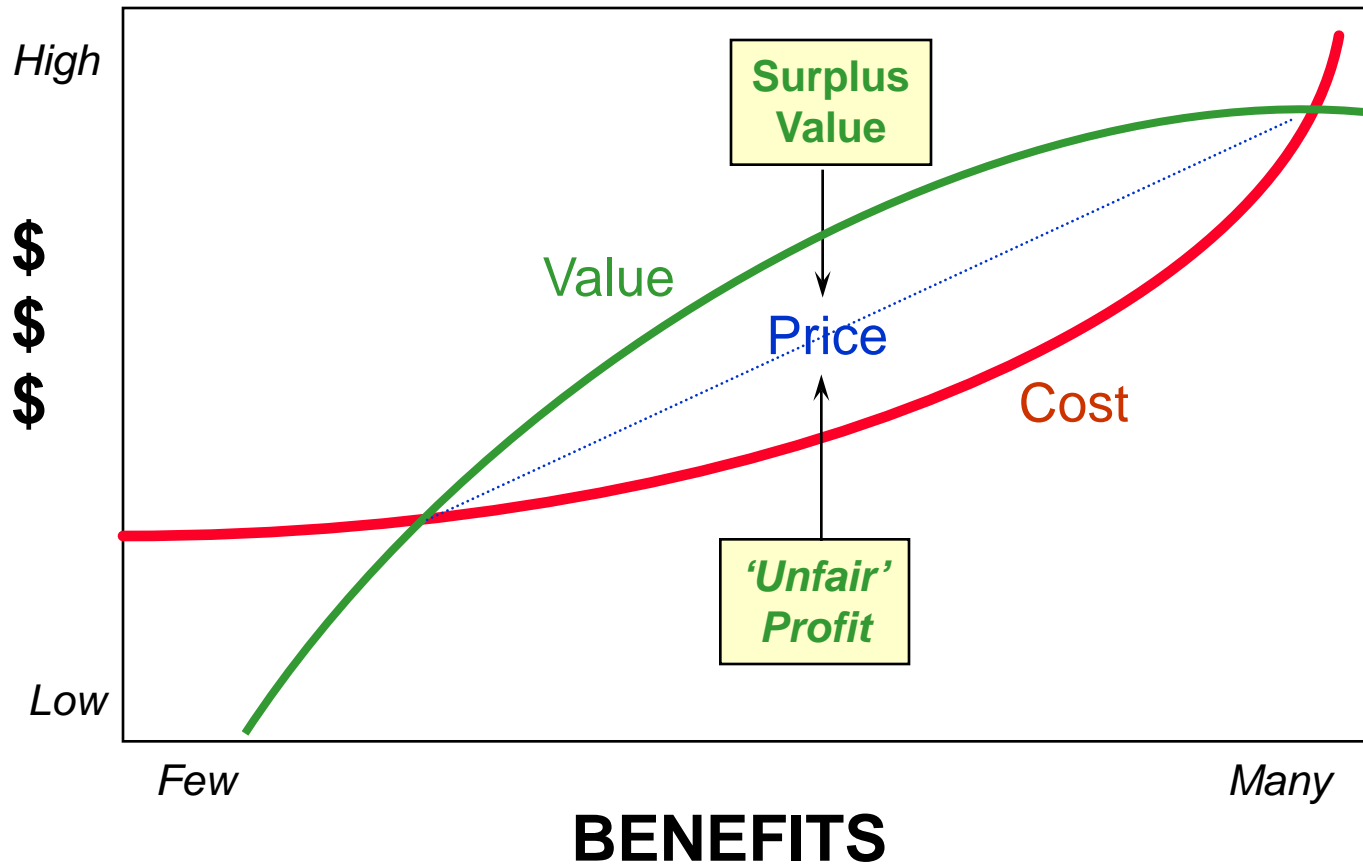


Demand sets the ceiling ... cost sets the floor

Market Value Pricing



Market Value Pricing



Market Value Pricing

