

SCREEN - Effects : Volume, Mix and Price

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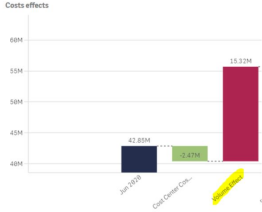
Introduction to the effects - 1'03

Financial Effects
The concepts



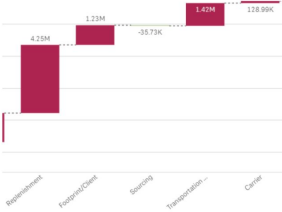
Volume Effect - 1'54

Volume Effect



Mix Effect - 1'57

Mix Effect



Price Effect - 2'32

Price Effect



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