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(57) Abstract :

An adaptive device (100) for dynamic pricing strategy execution is disclosed, comprising a Market Data Interface (102), a Pricing Rule Repository (104), an Adaptive Pricing Engine (106), an Adaptation Module (108), and a Pricing Decision Unit (110). The device autonomously analyzes real-time market signals, applies learning algorithms, and executes pricing decisions across platforms. It enables contextual, strategy-aligned, and performance-driven pricing with minimal human intervention.

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