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Naming Your Own Price

Pioneered by Priceline.com, the “name-your-own-price” model allows a buyer to set the price they are willing to pay for a specific product or service. Priceline.com will try to match the customer’s request with a supplier willing to sell the product or service at that price. This model is also known as a “demand collection model.” Check the [TV commercial](#).

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Where are you going?

Destination

For example, you use priceline to purchase round-trip airline tickets. The exact airline and flight times are not disclosed to you until after your tickets are purchased. You can make one request for each trip. If your offer is not accepted, you can resubmit another request right away if you can change your travel dates and/or add airport choices. Most Priceline.com services and products are travel-related (e.g., airline tickets, hotels).

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