



4 Courses

Cost and Economics in Pricing Strategy

Customer Value in Pricing Strategy

Market and Competition in Pricing Strategy

Pricing Strategy in Practice



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Vivek Yadav

has successfully completed the online, non-credit Specialization

Pricing Strategy Optimization

In this Specialization - co-created by Darden faculty and Boston Consulting Group's global pricing experts - you built your business knowledge of and ability to apply a broad range of pricing techniques. Using BCG's proprietary and time-tested three "lenses" - economics, customer value, and competition - you learned to integrate these frameworks to maximize profitability throughout a product's lifecycle.

Jean-Manuel Izaret,
Ph.D

Senior Partner and
Managing Director
Leader of BCG's Global
Pricing Practice

Thomas Kohler, Ph.D
Associate Director
BCG Pricing

Ronald T. Wilcox
Darden NewMarket
Corporation Professor of
Business Administration
Senior Associate Dean
for Degree Programs

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