



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.

Haret Kohler Gulp

Jean-Manuel Izaret,
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Senior Partner and
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Leader of BCG's Global
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Thomas Kohler, Ph.D
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Business Administration
Senior Associate Dean
for Degree Programs

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