



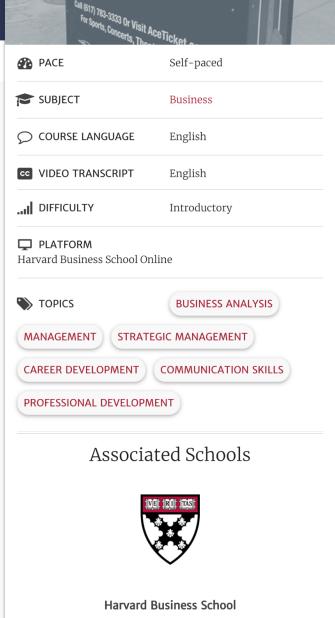
- Explore the economics of demand through pricing strategy with Ace Tickets
- Understand the concept of willingness to pay and its business impact



Course description

In this free, 15-minute Harvard Business School (HBS) Online lesson, you'll learn the principles underlying pricing strategy through the example of event ticket reseller Ace Ticket.





Instructors





Henry R. Byers Professor of Business Administration

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