

# Pricing Strategy

Learn how to evaluate and make economic decisions based on demand in this 15-minute Harvard Business School (HBS) Online lesson.

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📅 Available Anytime

📺 Free\*

🖥️ Online 

## What you'll learn

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

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## 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.

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🕒 PACE Self-paced

🎓 SUBJECT Business

💬 COURSE LANGUAGE English

📄 VIDEO TRANSCRIPT English

📶 DIFFICULTY Introductory

🖥️ PLATFORM  
Harvard Business School Online

🏷️ TOPICS

BUSINESS ANALYSIS

MANAGEMENT

STRATEGIC MANAGEMENT

CAREER DEVELOPMENT

COMMUNICATION SKILLS

PROFESSIONAL DEVELOPMENT

## Associated Schools



Harvard Business School

## Instructors





**Bharat Anand**

Henry R. Byers Professor of Business Administration

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