

Endorsements for Pricing of AI (MIT Press)

“Maxime Cohen breaks down pricing in a way that actually helps founders grow. AI is changing how commerce works and this book shows you how to use it. Every builder should read it.”

Harley Finkelstein, President of Shopify

“This is a comprehensive review of the world of pricing—not just in economics and business, but also in philosophy, history, mathematics, ethics, and other disciplines. It's both fun and educational!”

Hal Varian, Former Chief Economist at Google and Professor Emeritus at UC Berkeley

“A fascinating and comprehensive exploration of how data, algorithms, and generative AI are rewriting the rules of pricing. This book brilliantly connects the dots between technology, behavior, and markets.”

Anindya Ghose, Heinz Riehl Chair Professor at NYU Stern School of Business and Author of TAP and THRIVE

“Cohen captures the transformation of pricing in the age of intelligent systems with clarity and precision. A must-read for anyone interested in how AI is reshaping the core mechanics of business value creation.”

Marco Lansiti, David Sarnoff Chair Professor at Harvard Business School and Author of Competing in the Age of AI

“An essential and timely book that bridges analytics, AI, and pricing strategy. Maxime Cohen masterfully combines rigorous thinking with practical insights to redefine how we should think about pricing in the AI era.”

Georgia Perakis, William F. Pounds Chair Professor at MIT Sloan School of Management

“AI's transformation of pricing strategies has important managerial and regulatory implications. This book brings much-needed clarity to this topic that speaks simultaneously to managers and policymakers with depth and nuance.”

Daniel Sokol, Carolyn Craig Franklin Chair in Law and Professor of Law and Business at the USC Gould School of Law and Marshall School of Business