



4 cursos

**Cost and Economics in
Pricing Strategy**

**Customer Value in Pricing
Strategy**

**Market and Competition in
Pricing Strategy**

Pricing Strategy in Practice



Mar 21, 2023

RENATO CESAR MENENDES CRUZ

concluiu com sucesso o Programa de cursos integrados on-line (sem créditos)

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.

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