

Course on Price and Pricing

A profit company may have an excellent know-how, the best human resources as well as the most advanced technologies but what may be the use of all this if the organization is not able to fix the right price and adapt it over time in the appropriate way?

Price, in fact, is the only element of the marketing mix that generates revenues and it reflects the value of a product or service in the customer's mind; therefore, although non price factors have become more important in the last years, price still remains one of the most important elements determining company market share and profitability.

This course, apart from the most important and effective contribution from literature, has been built up also thanks to our personal experience for more than thirty years in companies and thanks to a specific research on managerial core competences.

In around 15 hours, we will focus together in a thorough and innovative way, on the most important aspects connected with the topic, starting from the fundamentals, such as an optimization of the Kennichi Ohmae's basic model, coming gradually to broach the most advanced critical aspects of non linear pricing.

For any clarification, please feel free to contact me at my mail address carmine.darconte@tiscali.it



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