

## 29.19: Introduction to Price

---

What you'll learn to do: explain common pricing strategies and how organizations use them

In this section you'll learn about some very specific, yet standard pricing strategies that organizations use to meet their objectives and address consumer perceptions of value.

### Contributors and Attributions

CC licensed content, Original

- Introduction to Price. **Authored by:** Linda Williams and Lumen Learning. **License:** [CC BY: Attribution](#)

---

29.19: Introduction to Price is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.