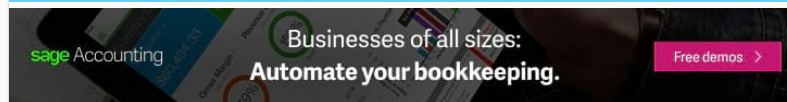


[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) [SIGN-UP NOW!](#) Click to become a VoiceAmerica Member for Free!



The Soul of Enterprise: Business in the Knowledge Economy Friday at 1 PM Pacific November 21st 2014: **Playing with Fire: Price Discrimination in Practice**

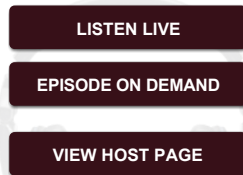
Charging different prices to different customers is the definition of price discrimination, a term coined in 1920 by Arthur Cecil Pigou in *The Economics of Welfare*. Price discrimination occurs when a good or service is sold at different prices that do not reflect differences in production costs. Companies engage in this practice in order to extract the consumer surplus from various customers. It is worth noting that price discrimination does not imply discriminating against people based on race, gender, religion, ethnicity, and so forth, but only on their willingness and ability to pay, which

[Read more](#)



Tune in

Friday at 1 PM Pacific Time on VoiceAmerica Business Channel and VoiceAmerica Variety Channel



Questions? Comments?
Call In Live!

Toll Free: 1-866-472-5790
Int: 001-480-398-3352

Share This Episode



Connect with VoiceAmerica

Download our mobile apps

