

**PLACE AND ROLE OF PRICE POLICY IN THE MODERN COMPANY -
CONCEPTUAL ASPECTS**

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Summary:

In the modern digital economy the companies are faced a number of challenges for their successful existence and future growth.

Along with the used human resources, technological solutions and marketing techniques, the formation of an adequate pricing policy is a key factor for the financial success and prosperity of the company.

This article discusses the main approaches and principles in formulating the company's pricing policy, as well as the challenges faced by their managers.

Keywords: price; price policy

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