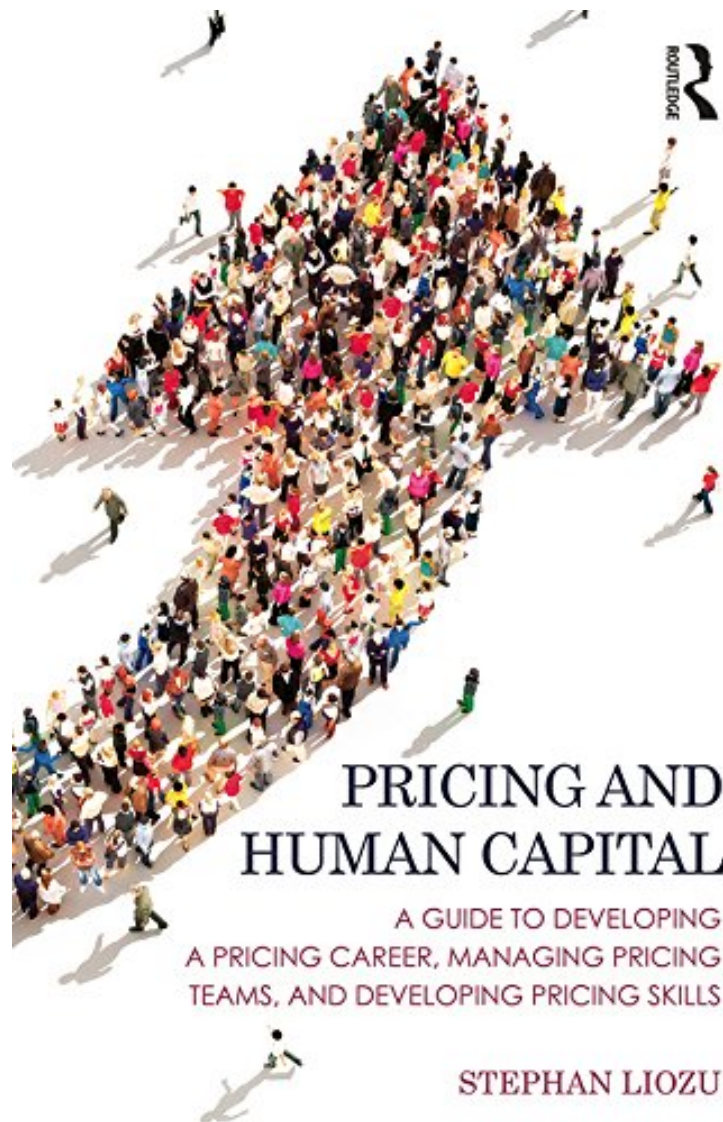


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Pricing and Human Capital: A Guide to Developing a Pricing Career, Managing Pricing Teams, and Developing Pricing Skills

Stephan M Liozu

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The pricing profession has come a long way: from having a pure clerical function back in the 1970s to a more strategic one today, pricing professionals are increasingly accepted as fully fledged members of marketing and finance teams. However, in many of these organizations, pricing professionals are often misunderstood and neglected from a career and talent perspective. Furthermore, the literature is still silent on how to manage and develop pricing teams. Pricing and Human Capital explores the specific nature of pricing human resources and focuses on how to manage pricing teams, pricing talent, pricing careers;and how to organize the pricing function for success. It is dedicated to the pricing function and is aimed at helping pricing professionals manage their career within marketing, finance, sales or IT departments. By focusing on specific practical tips, tools and recommendations that pricing and HR teams can adopt to improve their relationships, and including extensive interviews with senior pricing executives, it is the perfect toolkit for both HR and pricing professionals. This valuable textbook with its collection of cases in pricing will also be essential for students and tutors of marketing and sales.

Stephan Liozu is respected worldwide as a thought leader in Change Management, Organizational Issues, and Pricing. Because of his varied areas of expertise, he has a wealth of information to offer to those who are interested in the Human Resources areas within the Pricing discipline. With its broad range of inputs from throughout the business world, this book will provide lots of insights to professionals who seek the right pieces to move their corporations forward. Kevin Mitchell, President, The Professional Pricing Society, Inc., USAAbout the AuthorStephan M. Liozu is Assistant Professor of Management and Strategy at Chatham University, USA. He is part of the faculty of and on the board for the Professional Pricing Society, the world's largest organization dedicated to pricing. He is also Founder of Value Inruption Advisors, USA.