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very company has a pricing process, but it may be ex-ecuted poorly or well. TheWorld-Class Pricing Frame-work (Figure 1) outlines the stages of growth that pric-ing managers and their organizations must go through on the journey to excellence. Each stage of this journey is a logical progression from the preced-ing one.

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In The Pricing Journey, Stephan M. Liozu provides an integrated guide to the organizational, social, and behavioral dimensions of pricing. He equips readers with the practical roadmap that they need to transform their pricing culture, drive firm performance, and achieve pricing excellence.

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