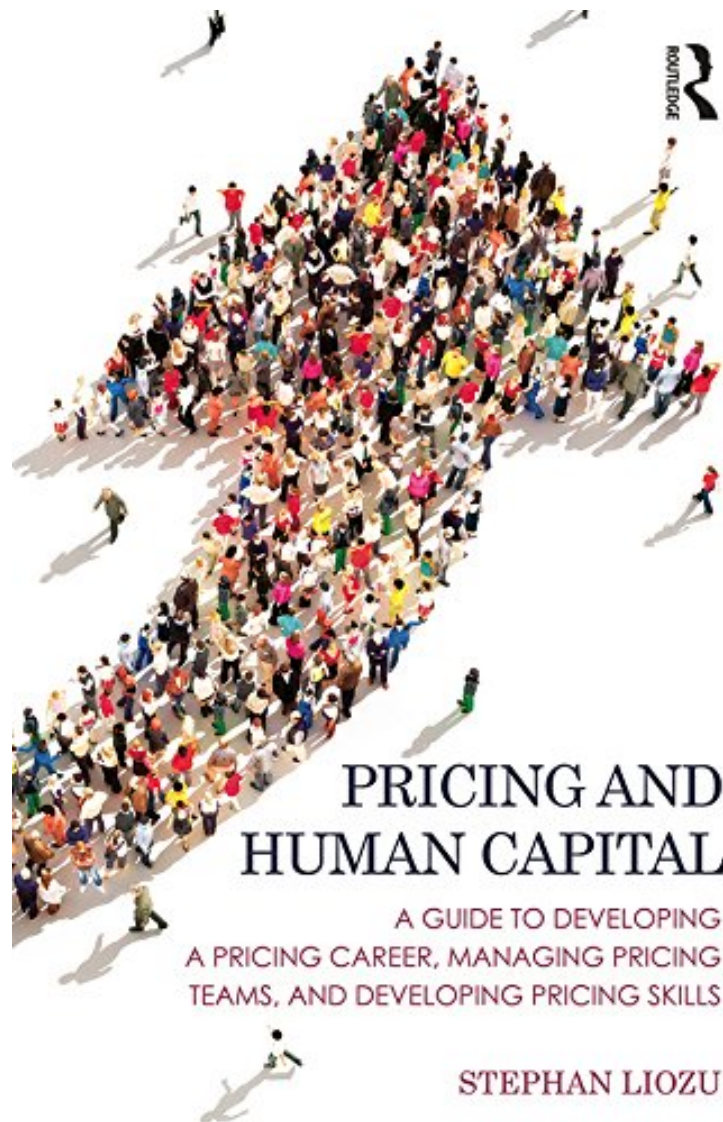


[Ebook pdf] Pricing and Human Capital: A Guide to Developing a Pricing Career, Managing Pricing Teams, and Developing Pricing Skills

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

*Stephan M Liozu*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#1178146 in eBooks 2015-07-03 2015-07-03 File Name: B010VJ8YG6 | File size: 58.Mb

**Stephan M Liozu : Pricing and Human Capital: A Guide to Developing a Pricing Career, Managing Pricing Teams, and Developing Pricing Skills** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pricing and Human Capital: A Guide to Developing a Pricing Career, Managing Pricing Teams, and Developing Pricing Skills:

2 of 2 people found the following review helpful. Another valuable and important contribution to the disciplines of

pricing ...By Kevin LemkeAnother valuable and important contribution to the disciplines of pricing and value management by Stephan Liozu. Stephan applies his significant energy, credibility and insight to a topic that has yet to gain much press but will certainly deliver outsized shareholder return - the Pricing career and Pricing organization. Pricing and Human Capital is an entertaining must read for current or soon-to-be pricing professionals as well as for executives looking to build pricing organizations.0 of 2 people found the following review helpful. We should have 6 stars!By NODEL9With this book, Dr. Stephan Liozu has proven once again that he is a - if not THE - global thought leader for the pricing profession.It was high time for a book on pricing from an HR perspective and here it is!I particularly enjoyed the great balance between theoretical and statistical insights combined with "real life" contributions from pricing practitioners. The target groups are people like me, pricing practitioners, but mainly HR professionals and business executives.I will purchase at least a dozen copies and hand them over to the key players in my company and I believe this will help our pricing teams again to be viewed as what they are: Outstanding contributors to the bottom line of our firm!

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., USA  
About the Author  
Stephan 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.