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very company has a pricing process, but it may be executed poorly or well. The World-Class Pricing Framework (Figure 1) outlines the stages of growth that pricing managers and their organizations must go through on the journey to excellence. Each stage of this journey is a logical progression from the preceding one.

The Journey to Pricing Excellence

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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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