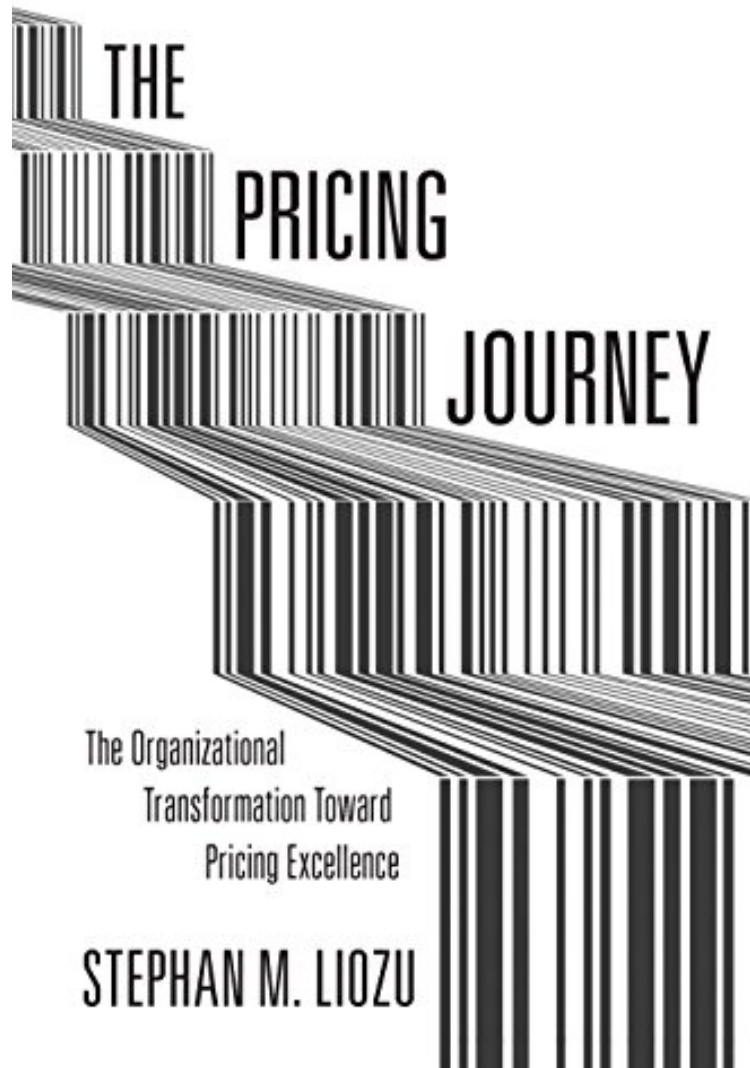


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The Pricing Journey: The Organizational Transformation Toward Pricing Excellence

Stephan M. Liozu

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Stephan M. Liozu : The Pricing Journey: The Organizational Transformation Toward Pricing Excellence
before purchasing it in order to gage whether or not it would be worth my time, and all praised The Pricing Journey: The Organizational Transformation Toward Pricing Excellence:

3 of 3 people found the following review helpful. Not a book on pricingBy S.SkvoReader, beware! It's a book on change management, not pricing. You can replace the word pricing with buzz words like "agile" or "big data analytics" etc and the universal 5C's work all the same. I was expecting pricing technical capabilities to be explained, like how to

run conjoint analysis and implement the results, but not in this book. Verbose, repetitive, stating the obvious. Just like many times before was misguided by unanimous praise. Lesson - disregard 5 stars first month following publications. Family and friends most likely. 1 of 1 people found the following review helpful. Must read for managers at all levels
By David Grogan
This is a great practical tutorial for anyone interested in the dynamics of pricing. Dr. Liozu does an exceptional job of boiling down the results of rigorous research into findings that are genuinely useful for practitioners. A reader friendly format with simple graphics and tables that can be digested quickly. It offers a deep look into the nuts and bolts of pricing, but I was pleased to get everything I hoped out of it by spending just a few hours scanning the highlights. I was drawn to this book after reading an article the author co-wrote on pricing strategy that appeared in the summer 2012 edition of MIT Sloan Management Review. I was surprised at how informative and easy to read it is. If you have any interest in pricing this book gives you insight into the process and tips for doing it better. Highly recommended, not just for those directly involved in pricing, but senior executives and managers who aren't, but should be.
1 of 1 people found the following review helpful. Impactful and highly actionable
By Suzanne Piotrowski
This book is a must-read for organization leaders seeking to understand their business and the value of their product or service offerings. As a strategy and leadership consultant, and a leader of a professional services firm myself, I have years of experience working with repercussions of non-strategic pricing tactics and in seeing clients struggle with the behavioral side of technical change. This book clearly lays out a case for considering pricing as strategically important with refreshing attention to the critical practical role social-behavioral and structural/organizational change plays in realizing strategic pricing success. I especially appreciated the rich personal experiences recounted from the author's research and the easy-to-reference practical tips throughout the book.

Innovations in pricing can be transformative, but to reach their potential companies must devote equal attention to technical and organizational capabilities. Most firms, however, only pay attention to the technical dimensions of pricing, which severely limits the success of their initiatives. To remedy this, *The Pricing Journey* provides an integrated guide to the organizational, social, and behavioral aspects of pricing—drawing on principles of socio-technical change. Based on extensive qualitative and quantitative research in an array of firms around the world, Stephan M. Liozu provides a practical roadmap for management teams that aim to reach a new level of pricing power. Liozu introduces the 5 C model of transformation, which relies on change, capabilities, champions, confidence, and center-led organizational design to create effective and lasting pricing strategies. Rooting his recommendations in research and practice, Liozu proposes specific capabilities to develop on the road to pricing excellence. This book prepares pricing and marketing professionals to be true strategic partners, while contributing the study of pricing transformation.

"Pricing management is a critical but underappreciated element of business success. Stephan Liozu's book describes the journey towards pricing excellence and highlights the organizational strategies needed to raise the profile of this important function. By paying proper attention to capabilities, change management, design, and people skills, pricing professionals can achieve greater performance and, eventually, pricing excellence." (Kevin Mitchell, President)
"Changing an organizational culture from cost to value is a long and complex journey. In this book, Stephan Liozu outlines the key dimensions that are needed to successfully make this transformation. He reminds us that it is about organizational change and understanding true value delivery, as well as profit. A must-read full of important concepts and practical recommendations." (John Jacko, SVP Chief Marketing Officer)
"Neither businesses nor business schools provide sufficient guidance and training for effective pricing practices. *The Pricing Journey* addresses this need. An insightful and highly informative book, one that will be a must-read for anyone involved in pricing management." (Kent B. Monroe author of *Pricing: Making Profitable Decisions*)
About the Author
Stephan M. Liozu is Founder of Value Innovation Advisors. He teaches at Case Western Reserve University's Weatherhead School of Management, where he draws on over 20 years of global business experience to introduce disruptive approaches to strategy, innovation, and value management.