



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

By Stephan M. Liozu

Taylor Francis Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. 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...

DOWNLOAD



READ ONLINE
[1010.98 KB]

Reviews

The most effective ebook i at any time study. It can be writer in easy words and phrases and not difficult to understand. I am just pleased to let you know that this is the finest publication i have read within my individual lifestyle and could be he finest publication for at any time.

-- **Tania Mosciski**

Simply no phrases to describe. It is amongst the most awesome pdf we have read through. Your life period will probably be transform as soon as you complete looking over this publication.

-- **Torrance Skiles**