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Autore	Liozu Stephan
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Sommario/riassunto	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 pr

