



Kariera w Cennikach: Przewodnik po Zarządzaniu Zespołami i Umiejętnościami Cenowymi

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Opis

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

Producent: Routledge

Pricing Career Guide: Expert Tips and Strategies to help you navigate the complex world of pricing, manage pricing teams effectively, and develop essential pricing skills. This book covers a wide range of topics including economics, sales and marketing, human resources management, as well as strategic pricing capabilities.

Written by Stephan Liozu, a renowned expert in the field of pricing, this book provides valuable insights and practical advice for pricing professionals looking to advance in their careers. With a focus on developing pricing talent, managing pricing functions, and enhancing pricing capabilities, this guide is a must-read for anyone in the pricing industry.

Whether you are a pricing manager, pricing executive, or simply interested in learning more about pricing, this book offers a comprehensive overview of the subject. Packed with real-world examples and actionable strategies, Pricing Career Guide is an indispensable resource for anyone looking to succeed in the competitive world of pricing.

Parametry

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