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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.

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very company has a pricing process, but it

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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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Innovation in pricing :  
contemporary theories  
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Hinterhuber, Andreas,  
(2018) Value-based  
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of value-based-pricing  
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In this guest post, learn from a pricing leader's journey what it's like to transition from an entry pricing career to leading a Keynote presentation at the Pricing Workshops and Conference event of the season. Pricing expert Scott Sinning, CPP, Director National Pricing for Graybar Electric, shares his first-hand expe

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