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**The Soul of Enterprise: Business in the Knowledge Economy**  
**Friday at 12 Noon Pacific**  
**August 3rd 2018: Pricing Expert Stephan Liozu**

Ed and I are honored to have on our Professional Pricing Society colleague Stephan Liozu. Stephan has written several articles on strategic pricing issues for the Journal of Professional Pricing and is a regular presenter at Professional Pricing Society conferences in Europe and North America as well as the Strategic Account Management Association conferences. He authored four books, Value Mindset, (2017), Dollarizing Differentiation Value (2016), The Pricing Journey (2015) and Pricing and Human Capital (2015). He also co-edited three books, Innovation in Pricing – Contemporary Theories and Be

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#### Featured Guest



##### Stephan Liozu

Stephan M. Liozu is Chief Value Officer of the Thales Group ([www.thalesgroup.com](http://www.thalesgroup.com)) and Chief Marketing Officer of Thales North America.

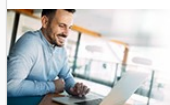
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