Contributors

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George E. Cressman Jr is founder and president of World Class Pricing, a consultancy specializing in helping clients build world-class pricing managers. George has over 28 years of experience in the chemicals industry, having worked in positions of pricing, marketing and business management, finance, research and manufacturing.

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Liam Fahey is co-founder and executive director of Leadership Forum, Inc. He serves as Professor of Management Practice at Babson College. His academic research, organization consulting and executive teaching focus on the creation and use of ‘marketplace intelligence’: developing superior understanding of the competitive present and future to shape and inspire more informed and incisive decision-making.

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Abbie Griffin holds the Royal L. Garff Presidential Chair in Marketing and is Chair of the Marketing Department at the University of Utah’s David Eccles School of Business.
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xvi  Handbook of business-to-business marketing

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