

05 It's a Good Time to Take a Look at Your Prices If... - *Mary Strachan*

07 There Are No Pricing Police Coming - *Kristen Kalp*

09 Gender, Branding and the Revenge Cactus - *Nick North*

11 Beyond Pricing Formulas: Tuning In to the Transformation - *Polly Hearsey*

13 Getting Curious and Playing with Possibilities - *Angella Johnson*

15 Guests at a Glance

16 Resources/Links

17 5 Key Messages You Can Take to the Bank