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**The Soul of Enterprise: Business in the Knowledge Economy**  
**Friday at 12 Noon Pacific**  
**August 7th 2020: Value Pricing 1.0 vs. Value Pricing 2.0**

Join Ed and Ron to discuss a question from Byron: "I've heard you refer to subscription pricing as VP 2.0 on several occasions. I've also heard you indicate a shift from pricing the customer to pricing the portfolio. It just strikes me that the more we deliver a similar service, the more that price should be consistent across customers. Maybe that is what you are getting at when you talk about pricing the portfolio on a subscription basis? Maybe there should be a little more consistency knowing that you are going to win on some and loose on others, but that overall the portfolio is good. It is

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