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Implementing Value Pricing: A Radical Business Model for ...
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Implementing Value Pricing: A Radical Business Model for ...
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Praise for IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Time! Brilliant." —Paul Dunn Chairman, BIG1@ www.big1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young@ www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

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Praise for IMPLEMENTING VALUE PRICING A Radical Business Model for Professional Firms "Ron Baker is the most prolific and best writer when it comes to pricing services. This is a must-read for executives and partners in small to large firms. Ron provides the basics, the advanced ideas, the workbooks, the case studies—everything. This is a must-have and a terrific book." —Reed K. Holden founder and CEO, Holden Advisors, Corp., Associate Professor, Columbia University www.holdenadvisors.com "We've known through Ron Baker's earlier books that he's not just an extraordinary thinker and truly brilliant writer—he's a mover and a shaker on a mission. This is the End of Time! Brilliant." —Paul Dunn Chairman, BIG1@ www.big1.com "Implementing Value Pricing is a powerful blend of theory, strategy, and tactics. Ron Baker's most recent offering is ambitious in scope, exploring topics that include economic theory, customer orientation, value identification, service positioning, and pricing strategy. He weaves all of them together seamlessly, and includes numerous examples to illustrate his primary points. I have applied the knowledge I've gained from his body of work, and the benefits to me—and to my customers—have been immediate, significant, and ongoing." —Brent Uren Principal, Valuation & Business Modeling Ernst & Young@ www.ey.com "Ron Baker is a revolutionary. He is on a radical crusade to align the interests of service providers with those of their customers by having lawyers, accountants, and consultants charge based on the value they provide, rather than the effort it takes. Implementing Value Pricing is a manifesto that establishes a clear case for the revolution. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success. It is richly illustrated by the successes of firms that have embraced value-based pricing to make their services not only more cost-effective for their customers, but more profitable as well. The hallmark of a manifesto is an unyielding sense of purpose and a call to action. Let the revolution begin." —Robert G. Cross, Chairman and CEO, Revenue Analytics, Inc. Author, Revenue Management: Hard-Core Tactics for Market Domination

We all want to be customer centric...but most of us struggle with that vague term, and how to measure it. Radical Value reveals that the measurable, trackable, trainable thing you really seek --at the core of customer centrlicity--is customer-perceived value. Radical Value breaks through the confusing tangle of sales performance solutions available today. There's radical simplicity --and radical power -- in focusing everything your company does on customer value. Radically flipping the 10% of today's training/coaching effort currently devoted to value: the thing that moves 90+% of customer decisions. Radically re-thinking how -- and how widely - we engage customers who are more distracted and siloed than ever, causing buying decisions to dissolve into a confused mess favoring "no decision". Radically re-thinking how we organize our companies, often every bit as siloed as our customers, where one role "sells", while many serve customers but never relay value discovers they make almost daily. Radical Value doesn't stop at high-level theory, but provides intuitive, easy-to-implement tools that should integrate into your existing systems and workflows, implementing radical value focus. Sellers will learn how to sell and price to value. Marketers will master outcome-based messaging. Product/ service managers will gain insights into current customer outcomes...and guide more powerful future innovations. Executives will be able to form value-based feedback loops between every function in their companies.

Revolutionary ideas on how to use markets to bring about fairness and prosperity for all Many blame today's economic inequality, stagnation, and political instability on the free market. The solution is to rein in the market, right? Radical Markets turns this thinking—and pretty much all conventional thinking about markets, both for and against—on its head. The book reveals bold new ways to organize markets for the good of everyone. It shows how the emancipatory force of genuinely open, free, and competitive markets can reawaken the dormant nineteenth-century spirit of liberal reform and lead to greater equality, prosperity, and cooperation. Eric Posner and Glen Weyl demonstrate why private property is inherently monopolistic, and how we would all be better off if private ownership were converted into a public auction for public benefit. They show how the principle of one person, one vote inhibits democracy, suggesting instead an ingenious way for voters to effectively influence the issues that matter most to them. They argue that every citizen of a host country should benefit from immigration—not just migrants and their capitalist employers. They propose leveraging antitrust laws to liberate markets from the grip of institutional investors and creating a data labor movement to force digital monopolies to compensate people for their electronic data. Only by radically expanding the scope of markets can we reduce inequality, restore robust economic growth, and resolve political conflicts. But to do that, we must replace our most sacred institutions with truly free and open competition—Radical Markets shows how.

Maximize Your Profits with Innovative Cost Reduction Techniques! The Cost Half approach does not rely on gradual improvement activities. Rather, it is a radical, "greedy" approach that focuses on developing three interrelated strengths to ensure stable business results. That is, Cost Half puts you on the road to increasing market development strength, improving competitive quality, and maintaining competitive cost. The techniques in Cost Half: The Method for Radical Cost Reduction are designed to help meet target costs and create a sustainable cost management system for strong business capability. Highlights Include: Identification of the telltale signs of a company in need of a Cost Half program Practical techniques for changing cost-generating sources and locations Step by step guide for the implementation of Cost Half in your company Cost Half benchmarking activities A case study demonstrating a successful Cost Half project

#1 New York Times Bestseller "Significant...The book is both instructive and surprisingly moving." —The New York Times Ray Dalio, one of the world's most successful investors and entrepreneurs, shares the unconventional principles that he's developed, refined, and used over the past forty years to create unique results in both life and business—and which any person or organization can adopt to help achieve their goals. In 1975, Ray Dalio founded an investment firm, Bridgewater Associates, out of his two-bedroom apartment in New York City. Forty years later, Bridgewater has made more money for its clients than any other hedge fund in history and grown into the fifth most important private company in the United States, according to Fortune magazine. Dalio himself has been named to Time magazine's list of the 100 most influential people in the world. Along the way, Dalio discovered a set of unique principles that have led to Bridgewater's exceptionally effective culture, which he describes as "an idea meritocracy that strives to achieve meaningful work and meaningful relationships through radical transparency." It is these principles, and not anything special about Dalio—who grew up an ordinary kid in a middle-class Long Island neighborhood—that he believes are the reason behind his success. In Principles, Dalio shares what he's learned over the course of his remarkable career. He argues that life, management, economics, and investing can all be systemized into rules and understood like machines. The book's hundreds of practical lessons, which are built around his cornerstones of "radical truth" and "radical transparency," include Dalio laying out the most effective ways for individuals and organizations to make decisions, approach challenges, and build strong teams. He also describes the innovative tools the firm uses to bring an idea meritocracy to life, such as creating "baseball cards" for all employees that distill their strengths and weaknesses, and employing computerized decision-making systems to make believability-weighted decisions. While the book brims with novel ideas for organizations and institutions, Principles also offers a clear, straightforward approach to decision-making that Dalio believes anyone can apply, no matter what they're seeking to achieve. Here, from a man who has been called both "the Steve Jobs of investing" and "the philosopher king of the financial universe" (CIO magazine), is a rare opportunity to gain proven advice unlike anything you'll find in the conventional business press.

The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

A survival guide to the human resources reengineeringrevolution Sparked by the new information technologies, a revolution is about to take place in the way human resource services are organized,staffed, and delivered. To prepare HR professionals for theseradical changes, Reengineering Human Resources provides acomprehensive guide to the basic concepts, processes, andtechnologies that are driving this change. In a clear, concisepresentation illustrated with numerous real-life examples, thisunique book gives the reader: * A detailed primer on the new information technologies, including:specific human resource uses of the personal computer, interactiveinformation systems, CD-ROMs, personal digital assistants,networks, and more * An explanation of the basic concepts of reengineering, how it canbe implemented, and how to weigh costs and benefits--complete withwork flow graphics and spreadsheet templates * Detailed advice on staffing--the competencies HR professionalswill need in order to succeed and how employee competencies willchange with reengineered work * Specific cases of how human resource functions will be performedafter reengineering, including examples of recordkeeping,succession planning, performance management, training anddevelopment, employment practices, and more Human resources management is on the brink of radicaltransformation and the instrument of that transformation isinformation technology. Starting with this provocative premise, Reengineering HumanResources offers human resource professionals an eye-openingintroduction to the changes that are about to affect theeorganization, staffing, and delivery of human resource services.For those who are prepared to take full advantage of the newtechnology, it will mean dramatic increases in productivity andimpressive decreases in cost, as well as vastly improved servicesand greater client satisfaction. In a real sense, the field ofhuman resources is undergoing a revolution. Written by management expert Lyle M. Spencer specifically for humanresource professionals, this book shows how new technologies,reengineered work processes, and retrained employees will bringabout this revolution. Although it assumes no technical expertise,Reengineering Human Resources brings the reader up to speed on thelatest hardware and software applications, including personalcomputers, interactive voice response systems, personal digitalassistants, CD-ROMs, expert systems, information networks, and muchmore. Not just a description of these changes, this important bookprovides complete "how-to" instructions for reengineering,including activity-based costing, value analysis, and work flowcharting. It describes the radical new approaches to organizingwork made possible by combining traditional work analysis methodswith advances in information technology. Specific cases ofreengineered human resource functions, including recordkeeping,employee health care benefits, performance management, training,compensation, and labor relations are illustrated with real-lifeexamples. An entire chapter describes the ways employeecompetencies will change in the reengineered organizations and jobs of the future. Information on implementing these changes explainshow to calculate both the costs and benefits ofreengineering. Timely, authoritative, and compelling, Reengineering HumanResources offers human resource professionals the opportunity toshape the future of their workplace and their profession.

Create simple, engaging, and effective outputs that actually get results Billions of corporate dollars are spent every year on initiatives to help people succeed in their job, but much of it goes to waste. Across industries, people are scrambling to find what they need to grow and improve at work, and executives are left wondering why these initiatives aren't effective. Author Juliana Stancampiano has plumbed the depths of this massive disconnect with her team. With this book, she bridges the gap. Radical Outcomes is a blueprint for a new way of working. Instead of taking old methods and retrofitting them for new technology, Stancampiano unveils a collaborative, fast, and effective way of working that avoids randomness and organizational drag. The book offers a new way of working—the future of the way people and teams will work together. Find out how to get tangible results through a structured process Cut through noise and information overload to give people what they really need Design the right output for the right outcome Improve and succeed no matter where you are in the organization Find out how to create radical outcomes through high performing teams—and get started today.

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