

Good Profit: How Creating Value For Others Built One Of The World's Most Successful Companies

Cites the profit potential of low-income markets, drawing on fifty case stories to reveal how such companies as IBM, Ford, and Hewlett Packard increased sales, reduced costs, and improved quality by working with under-served communities.

A NEW YORK TIMES BESTSELLER In 1961, Charles Koch joined his father's Wichita-based company, then valued at \$21 million. Six years later, following his father's death, he was named chairman of the board and CEO of Koch Industries, Inc. Today, Koch Industries' estimated worth is \$100 billion – making it one of the largest private companies in the world. Koch exceeds the S&P 500's five-decade track record. What exactly does this company do, and why is it so remarkably profitable? While you won't find the Koch name on your stain-resistant carpet, stretch denim jeans, the connectors in your smartphone or your baby's ultra-absorbent diapers, Charles Koch's Market-Based Management® system, intended to generate good profit, drove these innovations and many more. Good profit results from products that help improve people's lives. It results from a culture where employees are empowered to act entrepreneurially to discover customer preferences and the best ways to satisfy them. Good profit is the earnings that follow when long-term value is created for everyone – customers, employees, shareholders and society. Readers will learn to: • Craft a vision for how a business can thrive on a workforce possessing both virtue and talent (the first being the more important) • Award employees with ownership and decision rights based on their comparative advantages and proven contributions, rather than job title • Motivate all employees to maximise their contributions with effectively structured incentives so employees' compensation is limited only by the value they create – not budget • Create a culture where you fall on the more civil, fair and prosperous society. GOOD PROFIT is destined to rank as one of the greatest management books of all time.

Increasing disruption, diminishing returns, and demanding Customers require business leaders to create more value, remain relevant, and stay ahead of competition. CEOs have to evolve a "Value Creation" culture for the company so as to properly balance the interests of Customers, Employees, Investors, and the Marketplace. This pathbreaking book shifts the focus to Creating Value for the entire organization into the world of Value Creation and will convert good CEOs and companies to great ones with longevity and higher profitability.

Inside The Instant-read "Good Profit": Overview of the book "Important People" Key Takeaways, Analysis of Key Takeaways

Value Creation

How Creating Value for Others Built One of the World's Most Successful Companies by Charles G. Koch | Key Takeaways, Analysis & Review

Transforming the Finance Function Into a Profit Centre

Value Proposition Design

Proven Probability of Big Moves to Beat the Odds

For-Profit Thinking for Nonprofit Success

The Value of Everything

Managing Customer Experience for Profit

A top business leader shares the business principles he used to launch both a top company and a thriving nonprofit Nonprofit leaders know that solving pervasive social problems requires passion and creativity as well as tangible results. The Non Nonprofit shares the same business principles that drive the world's best companies, showing how they can (and should) be applied to the realm of nonprofits. Steve Rothschild personally crossed sectors when he left corporate America to found Twin Cities RISE!, a highly successful poverty reduction program. His honest story, and success and missteps, create an essential roadmap for any social venture looking to prove and boost its impact. Distills essential nonprofit principles such as having a clear and appropriate purpose, creating economic value from social benefit, and establishing mutual accountability Shares successful approaches from innovative organizations such as Grameen Bank, Playworks, Common Ground, Habitat for Humanity, Lumni, Caring Bridge, College Summit and RISE! Draws from the author's success in founding and building Twin Cities RISE!, which trains unemployed Minnesotans for living wage jobs. RISE! serves 1,500 participants each year As insightful as it is inspiring, The Non Nonprofit can help maximize the positive impact of any nonprofit.

Named one of the best strategy books of 2021 by strategy+business Get to better, more effective strategy. In nearly every business segment and corner of the world economy, the most successful companies dramatically outperform their rivals. What is their secret? In Better, Simpler Strategy, Harvard Business School professor Felix Oberholzer-Gee shows how these companies achieve more by doing less. At a time when rapid technological change and global competition conspire to upend traditional ways of doing business, these companies pursue radically simplified strategies. At a time when many managers struggle not to drown in vast seas of projects and initiatives, these businesses follow simple rules that help them select the few ideas that truly make a difference. Better, Simpler Strategy provides readers with a simple tool, the value stick, which every organization can use to make its strategy more effective and easier to execute. Based on proven financial mechanics, the value stick helps executives decide where to focus their attention and how to deepen the competitive advantage of their business. How does the value stick work? It provides a way of measuring the two fundamental forces that lead to value creation and increased financial success—the customer's willingness-to-pay and the employee's willingness-to-sell their services to the business. Companies that win, Oberholzer-Gee shows, create value for customers by raising their willingness-to-pay, and they provide value for talent by lowering their willingness-to-sell. The approach, proven in practice, is entirely data driven and uniquely suited to be cascaded throughout the organization. With many useful visuals and examples across industries and geographies, Better, Simpler Strategy explains how these two key measures enable firms to gauge and improve their strategies and operations. Based on the author's sought-after strategy course, this book is your must-have guide for making better strategic decisions.

Collaboration between nonprofits and businesses is a necessary component of strategy and operations. Creating Value in Nonprofit-Business Collaborations: New Thinking & Practice provides breakthrough thinking about how to conceptualize and realize collaborative value. With over a hundred case examples from around the globe and hundreds of literature references, the book reveals how collaboration between businesses and nonprofit organizations can most effectively co-create significant economic, social, and environmental value for society, organizations, and individuals. This essential resource features the ground-breaking Collaborative Value Creation framework that can be used for analyzing the sources, forms, and processes of value creation in partnerships between businesses and nonprofits. The book is a step-by-step guide for business managers and non-profit practitioners for achieving successful cross-sector partnerships. It examines the key dimensions of the Collaborative Mindset that shape each partner's collaborative efforts. It analyzes the drivers of partnership evolution along the Collaboration Continuum, and sets forth the key pathways in the Collaboration Process Value Chain. The book concludes by offering Twelve Smart Practices of Collaborative Value Creation for the design and management of cross sector partnerships. The book will empower organizations to strategically increase the potential for value creation both for the partners and society. Praise for Creating Value in Nonprofit-Business Collaborations: 'New Thinking & Practice!' "This is a playbook for enabling business and nonprofits to co-create shared value. These new types of collaborations about creating value, rather than the tense standoffs of the past, are part of the way we will create actual solutions to society's challenges." Michael J. Porter, Bishop William Lawrence University Professor, Harvard Business School "Co-creating value is a powerful concept Jim Austin and May Seitaniid are sharing with us that will bring business and non-profit leaders to a new level of understanding and performance. This new book is the indispensable guidebook for leaders of the future." Frances Hesselbein, Founding President and CEO of the Frances Hesselbein Leadership Institute, Former CEO of the Girl Scouts of America, and Holder of Presidential Medal of Freedom "I love the book! While it focuses on "cross sector" collaboration, it should be read by every executive in the "for-profit" sector. Business is about how to collaborate with stakeholders to create value. This book tells you how to do it. Bravo!" R. Edward Freeman, University Professor and Olsson Professor The Darden School University of Virginia "Finally a book that demystifies what is probably the single most indispensable strategy for advancing social change: cross sector collaboration that creates genuine, measurable value for all. The book is an original and valuable resource for both the nonprofit and business sectors, providing a promising new roadmap that shows how to go beyond fighting for one's share of the pie, to collaboration that actually makes the pie grow." Billy Shore, Founder and CEO of Share Our Strength and Chairman of Community Wealth Ventures "Professors Austin and Seitaniid provide essential guidance for managers determining how to produce benefits for their organizations and high impact for society. This is an informed, thoughtful, and practical analysis." Rosabeth Moss Kanter, Ernest L. Arbuckle Professor of Business Administration, Harvard Business School and author of SuperCorp: How Vanguard Companies Create Innovation, Profits, Growth and Social Good

NEW YORK TIMES BESTSELLER • Learn how to apply the principles of Charles Koch's revolutionary Market-Based Management® system to generate good profit in your organization, company, and life "This book helps show you the way to good profit—whether you work for an international supermarket chain, a medium-sized regional business, or your own start-up."—John Mackey, co-founder and co-CEO, Whole Foods Market The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch's belief that "the only reason a business should exist (and the only way it can legitimately survive long term) is to create value in a responsible way." Hence, the principles in Good Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch's name may not be on your home's plywood, vehicle's grille, smartphone's connectors, or baby's ultra-absorbent diapers but it makes them all. And Koch's Market-Based Management® (MBM) system is what drives these innovations and many more. The core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars. It results from a bottom-up culture where employees are empowered to act entrepreneurially to discover customers' preferences and the best ways to improve their lives. Drawing on six decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, Charles Koch walks the reader through the five dimensions of MBM to show how to apply its framework in any business, industry, or organization of any size. Readers will learn how to: • Craft a vision for how to thrive in spite of increasingly rapid disruption and ever-changing consumer values • Select and retain a workforce possessing both virtue and talent • Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level • Award employees with ownership and decision rights based on their comparative advantages and proven contributions, not job title • Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society. Good Profit is one of the greatest management books of all time.

The Value Profit Chain

By Charles G. Koch | Includes Analysis

Seven Strategies for Delivering Value With Values

Leadership in the Age of the Quick Fix

How Creating Value for Others Built One of the World's Most Successful Companies : Book Review

Strategy Beyond the Hockey Stick

A Guide for Senior Executives with No Finance Background

How Price Affects Everything

"As we look ahead to the recovery from the COVID-19 crisis, Making Money Moral could not come at a better time." --Jamie Dimon, Chairman and Chief Executive Officer, JPMorgan ChaseThe math doesn't add up: Global financial markets can no longer ignore the world's most critical problems. The risks are too high and the costs too great. In Making Money Moral: How a New Wave of Visionaries is Linking Purpose and Profit, authors Judith Rodin and Saadia Madsbjerg explore a burgeoning movement of bold and ambitious innovators. These trailblazers are unlocking private-sector investments in new ways to solve global problems, from environmental challenges to social issues such as poverty and inequality. They are earning great returns and reimagining capitalism in the process. Pioneers in the field of sustainable and impact investing, Rodin and Madsbjerg offer first-hand stories of how investors of every type and in every asset class are investing in world-changing solutions—with great success. Meet the visionaries who are leading this movement: The investment managers putting trillions of dollars to work, like TPG, Wellington Management, State Street Global Advisors, Nuveen, Amundi, APG and Natixis; The asset owners driving the transition, like GPIF and PensionDanmark; A new generation of entrepreneurs benefiting from the investments, like DreamBox Learning, an innovative educational technology platform, and Goodlife Pharmaceuticals, which is disrupting the traditional notion of a pharmacy; The corporations that are repurposing their business models to meet demand for sustainable products and services, like Ørsted; and The nonprofit leaders who are showing how to raise money for their work while creating significant value for investors, like The Nature Conservancy. In their book, Rodin and Madsbjerg offer a deep look at the most powerful tools available today—and how they can be unlocked. They reveal: Who the investors are and what they want; How innovative products and investment strategies can deliver long-term value for investors while improving lives and protecting ecosystems; How leaders can build strategies and prepare their organizations to enter and expand this dynamic market; and How to measure impact, understand critical regulations, and avoid potential pitfalls. A roadmap to making the financial market a force for good, Making Money Moral is a must-read for those seeking private-sector capital to address a big problem, as well as those seeking both to mitigate risk and to invest in big solutions."Judith Rodin and Saadia Madsbjerg identify an important new way of looking at money: from the root of all evil to the fount of all solutions. Their timely, important book on investment is full of powerful insights and compelling examples they've seen firsthand. Their work will be sure to accelerate momentum toward a more sustainable world." --Rosabeth Moss Kanter, Harvard Business School Professor and Author of Think Outside the Building: How Advanced Leaders Can Change the World One Smart Innovation at a Time

The rules of business are changing dramatically. The Aspen Institute's July Samuelson describes the profound shifts in attitudes and mindsets that are redefining our notions of what constitutes business success. Dynamic forces are conspiring to clarify the new rules of real value creation—and to put the old rules to rest. Internet-powered transparency, the decline in importance of capital, and the complexity of global supply chains in the face of planetary limits all define the new landscape. As executive director of the Aspen Institute Business and Society Program, July Samuelson has a unique vantage point from which to engage business decision makers and identify the forces that are moving the needle in both boardrooms and business classrooms. Samuelson lays out how hard-to-measure intangibles like reputation, trust, and loyalty are imposing new ways to assess risk and opportunity in investment and asset management. She argues that "maximizing shareholder value" has never been the sole objective of effective businesses while observing that shareholder theory and the practices that keep it in place continue to lose power in both business and the public square. In our globalized era, she demonstrates how expectations of corporations are set far beyond the company gates—and why employees are both the best allies of the business and the new accountability mechanism, more so than consumers or investors. Samuelson's new rules offer a powerful guide to how businesses are changing today—and what is needed to succeed in tomorrow's economic and social landscape.

Companies can be more service society and create profit. This book shows how-based on rigorous evidence and an actionable framework.

An accessible, engaging, and useful valuation is at the heart of any investment decision, whether that decision is to buy, sell, or hold. In The Little Book of Valuation, expert Aswath Damodaran explains the techniques in language that any investors can understand, so you can make better investment decisions when reviewing stock research reports and engaging in independent efforts to value and pick stocks. Page by page, Damodaran distills the fundamentals of valuation, without glossing over or ignoring key concepts, and develops models that you can easily understand and use. Along the way, he covers various valuation approaches from intrinsic or discounted cash flow valuation and multiples or relative valuation to some elements of real option valuation. Includes case studies and examples that will help build your valuation skills Written by Aswath Damodaran, one of today's most respected valuation experts Includes an accompanying iPhone application (iVal) that makes the lessons of the book immediately useable Written with the individual investor in mind, this reliable guide will not only help you value a company quickly, but will also help you make sense of valuations done by others or found in comprehensive equity research reports.

The Little Book of Valuation

Creating Value in Underserved Markets

Good Profit

The Dollarization Discipline

Making and Taking in the Global Economy

The Non Nonprofit

A Value-Based Guide to Exceptional Performance

The Middleman Economy

This book provides a practical roadmap for connecting profit with purpose to help executives and leaders (re)build trust and create high-performing, sustainable businesses.

Like the Rockefeller and the Kennedys, the Kochs are one of the most influential dynasties of the modern age, but they have never been the subject of a major biography -- until now. Not long after the death of his father, Charles Koch, then in his early 30s, discovered a letter the family patriarch had written to his sons. "You will receive what now seems to be a large sum of money," Fred Koch cautioned. "It may either be a blessing or a curse." Fred's legacy would become a blessing and a curse to his four sons-Frederick, Charles, and fraternal twins David and Bill-who in the ensuing decades fought bitterly over their birthright, the oil and cattle-ranching empire their father left behind in 1967. Against a backdrop of scorched-earth legal skirmishes, Charles and David built Koch Industries into one of the largest private corporations in the world-bigger than Boeing and Disney-and they rose to become two of the wealthiest men on the planet. Influenced by the sentiments of their father, who was present at the birth of the John Birch Society, Charles and David have spent decades trying to remake the American political landscape and mainline their libertarian views into the nation's bloodstream. They now control a machine that is a center of gravity within the Republican Party. To their supporters, they are liberating America from the scourge of Big Government. To their detractors, they are political "contract killers," as David Axelrod, President Barack Obama's chief strategist, put it during the 2012 campaign. Bill, meanwhile, built a multi-billion dollar energy empire all his own and earned notoriety as an America's Cup-winning yachtman, a flamboyant playboy, and as a litigious collector of fine wine and Western memorabilia. Frederick lived an intensely private life as an arts patron, refurbishing a series of historic homes and estates. Sons of Wichita traces the complicated lives and legacies of these four tycoons, as well as their business, social, and political ambitions. Not only where you fall on the ideological spectrum, the Kochs are one of the most influential dynasties of our era, but so little is publicly known about this family, their origins, how they make their money, and how they live their lives. Based on hundreds of interviews with friends, relatives, business associates, and many others, Sons of Wichita is the first major biography about this wealthy, powerful family-warts and all.

The consequences of a primary focus on shareholders over the last few decades has emphasized that that a new model of value creation is necessary. Today's economy demands organizations that create value, not only for shareholders but also for customers, employees, leaders and society. Businesses that face up to this challenge by focusing on all the stakeholders involved will be far more successful in the long term than those driven purely by seeking to deliver the maximum return on shareholder investment. Creating Lasting Value shows readers how to achieve lasting results by channeling efforts into three key areas. It demonstrates how to lead the value, manage the value, and market the value. The successful organizations of the future will be those that can put these principles into practice: this book shows you how.

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 gut feelings. 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."

Untapped

How Market-Based Management Built the World's Largest Private Company

How Creating Value for Others Built One of the World's Most Successful Companies

How a New Wave of Visionaries is Linking Purpose and Profit

Profit at the Bottom of the Ladder

How to Lead, Manage and Market Your Stakeholder Value

How to Value a Company, Pick a Stock and Profit

Gain the Edge

In this pathbreaking book, world-renowned Harvard Business School service firm experts James L. Heskett, W. Earl Sasser, Jr. and Leonard A. Schlesinger reveal that leading companies stay on top by managing the service profit chain. Why are a select few service firms better at what they do -- year in and year out -- than their competitors? For most senior managers, the profusion of anecdotal "service excellence" books fails to address this key question. Based on five years of painstaking research, the authors show how managers at American Express, Southwest Airlines, Banc One, Waste Management, USAAM, MBNA, Intuit, British Airways, Taco Bell, Fairfield Inn, Ritz-Carlton Hotel, and the Merry Maids subsidiary of ServiceMaster employ a quantifiable set of relationships that directly links profit and growth to not only customer loyalty and satisfaction, but to employee loyalty, satisfaction, and productivity. The strongest relationships the authors discovered are those between (1) profit and customer loyalty, (2) employee loyalty and customer loyalty, and (3) employee satisfaction and customer satisfaction. Moreover, these relationships are mutually reinforcing, that is, satisfied customers contribute to employee satisfaction and vice versa. Here, finally, is the foundation for a powerful strategic service vision, a model on which any manager can build more focused operations and marketing capabilities. For example, the authors demonstrate how, in Banc One's operating divisions, a direct relationship between customer loyalty measured by the "depth" of a relationship, the number of banking services a customer utilizes, and profitability led the bank to encourage existing customers to further extend the bank services they use. Taco Bell has found that their stores in the top quadrant of customer satisfaction ratings outperform their other stores on all measures. At American Express Travel Services, offices that ticket quickly and accurately are more profitable than those which don't. With hundreds of examples like these, the authors show how to manage the customer-employee "satisfaction mirror" and the customer value equation to achieve a "customer's eye view" of goods and services. They describe how companies in any service industry can (1) measure service profit chain relationships across operating units; (2) communicate the resulting self-appraisal; (3) develop a "balanced scorecard" of performance; (4) develop a recognitions and rewards system tied to established measures; (5) communicate results company-wide; (6) develop an internal "best practice" information exchange; and (7) improve overall service profit chain performance. What difference can service profit chain management make? A lot. Between 1986 and 1995, the common stock prices of the companies studied by the authors increased 147%, nearly twice as fast as the price of the stocks of their closest competitors. The proven success and high-yielding results from these high-achieving companies will make The Service Profit Chain required reading for senior, division, and business unit managers in all service companies, as well as for students of service management.

With the rise of the Internet, many pundits predicted that middlemen would disappear. But that hasn't happened. Far from killing the middleman, the Internet has generated a thriving new breed. In The Middleman Economy , Silicon Valley-based reporter Marina Krakovsky elucidates the six essential roles that middlemen play.

Who really creates wealth in our world? And how do we decide the value of what they do? At the heart of today's financial and economic crisis is a problem hiding in plain sight. In modern capitalism, value-extraction - the siphoning off of profits, from shareholders' dividends to bankers' bonuses - is rewarded more highly than value-creation - the productive process that drives a healthy economy and society. We mindlessly takers as makers, and have lost sight of what value really means. Once a central plank of economic thought, this concept of value - what it is, why it matters to us - is simply no longer discussed. Yet, argues Mariana Mazzucato in this penetrating and passionate new book, if we are to reform capitalism - to radically transform an increasingly sick system rather than continue feeding it - we urgently need to rethink where wealth comes from. Who is creating it, who is extracting it, and who is destroying it? Answers to these questions are key if we want to replace the current parasitic system with a type of capitalism that is more sustainable, more symbiotic; that works for us all. The Value of Everything will reignite a long-needed debate about the kind of world we really want to live in.

Ten years after his death, Edwin Friedman's insights into leadership are more urgently needed than ever. He was the first to tell us that all organizations have personalities, like families, and to apply the insights of family therapy to churches and synagogues, rectors and rabbis, politicians and teachers. A Failure of Nerve is essential reading for all leaders, be they parents or presidents, corporate executives or educators, religious superiors or coaches, healers or generals, managers or clergy. Friedman's insights about our regressed, "seatbelt society," oriented toward safety rather than adventure, help explain the sabotage that leaders constantly face today. Suspicious of the "quick fixes" and instant solutions that sweep through our culture only to give way to the next fad, he argues for strength and self-differentiation as the marks of true leadership. His formula for success is more maturity, not more data; stamina, not technique; and personal responsibility, not empathy. This book was unfinished at the time of Friedman's death, and originally published in a limited edition. This new edition makes his life-changing insights and challenges to a new generation of readers.

Common Interest, Common Good

Creating and Delivering Your Value Proposition

Service Profit Chain

The Secret History of Koch Industries and Corporate Power in America

Creating Real Value in a Changing World

How Smart Companies Create Customer Value...and Profit from It

Creating Lasting Value

Create Value As a Finance Business Partner

Draws on detailed case studies from more than fifty top companies to demonstrate how engaging in ethical practices can enable businesses to gain a competitive advantage, improve a brand image, secure consumer loyalty, and foster greater employee satisfaction.

PLEASE NOTE: THIS IS A GUIDE TO THE ORIGINAL BOOK. Guide to Charles G. Koch's Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies is a nonfiction book that outlines the management strategy of Charles G. Koch, the chief executive officer (CEO) of Koch Industries, Inc. It builds on his 2007 book, The Science of Success: How Market-Based Management Built the World's Largest Private Company, by including guidance on how to apply his management strategies, and answers questions about Koch Industries's success and failures. Inside this companion: -Overview of the book -Important People -Key Insights -Analysis of Key Insights

The World's foremost expert on pricing strategy shows how this mysterious process works and how to maximize value through pricing to company and customer. In all walks of life, we constantly make decisions about whether something is worth our money or our time, or try to convince others to part with their money or their time. Price is the place where value and money meet. From the global release of the latest electronic gadget to the bewildering gyrations of oil futures to markdowns at the bargain store, price is the most powerful and pervasive economic force in our day-to-day lives and one of the least understood. The recipe for successful pricing often sounds like an exotic cocktail, with equal parts psychology, economics, strategy, tools and incentives stirred up together, usually with just enough math to sour the taste. That leads managers to water down the drink with hunches and rules of thumb, or leave out the parts with which they do best: intuitions. While this makes for a sweeter drink, it often lacks the punch that has an impact on the customer or on the business. It doesn't have to be that way, though, as Hermann Simon illustrates through dozens of stories collected over four decades in the trenches and behind the scenes. A world-renowned expert on pricing and a trusted advisor to Fortune 500 executives, Simon's lifelong Journey has taken him from rural, under-served markets to the most prestigious and demanding ones. He has learned from Nobel Prize winners and leading management gurus, and helped countless managers and executives use pricing as a way to create new markets, grow their businesses and gain a sustained competitive advantage. He also learned some tough personal lessons along the way, how people perceive it, and how people profit from it. In this engaging and practical narrative, Simon leaves no stone unturned about the pricing cocktail, but still makes it go down smoothly and leaves you wanting to learn more and do more—as a consumer or as a business person. You will never look at pricing the same way again.

'Creating Value through Business Strategy' is the new edition of 'Creating Value: Shaping Tomorrow's Business', winner of the MCA prize for best management in 1997. This new edition provides constructive guidelines to readers to open their minds to the challenges of creating value. It extends and updates the reasons for the choice of the individual offering as the strategy unit and intensifies and extends the challenges to standard approaches and conventional thinking. Updates to all the material from the first edition are included and new examples have been added throughout.

Creating Financial Value

How Great Companies Deliver Both Purpose and Profit – Updated and Revised

Making Money Moral

How the Koch Brothers Became America's Most Powerful and Private Dynasty

Creating Value in Nonprofit-Business Collaborations

How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

The Four Cornerstones of Corporate Finance

How to Create Products and Services Customers Want

In recent years, developing a value proposition has become a prime consideration for businesses. A value proposition is an analysis and quantified review of the business benefits, costs and value that a company can deliver to prospective customers and customer segments. Creating and Delivering your Value Proposition provides guidance for business leaders - demonstrating why having a strong value proposition is so important for a company. This practical new title shows readers how to build, deliver and harness value propositions to create profitable growth for a business, by utilizing the experience of clients and customers. Featuring global case studies and examples, Creating and Delivering your Value Proposition is an essential guide to understanding and developing a value-focused strategy for all senior practitioners.

How many senior executives and managers are able to reach the top with little or no financial training? They may have been appointed to the executive board as a result of their expertise in marketing, HR, sales or IT, yet every board member has a responsibility to make informed decisions on proposed financial actions - decisions which inevitably affect the value of their business. Offering straightforward and practical advice, Creating Financial Value will equip those who are not financial specialists with the necessary knowledge not only to contribute fully to important discussions on policy and strategy, but also to develop sound business proposals, or to competently cross-examine the proposals of others. Through examples from a range of business disciplines, the book explains in simple, digestible terms how a business creates financial value, and how a non-financial manager can confidently take an active role in the process. Once read, the book will provide an essential resource that can be referenced time and again. Malcolm Allitt punctures the myths surrounding "shareholder value" and looks behind the finance jargon to define the boundaries between what a non-specialist should know and when it is good practice to seek the advice of financial specialists. This book is key reading for anyone from a non-financial background who wants to execute their increasingly broad responsibilities competently and confidently, without the need to become experts themselves.

With funding for nonprofits shrinking and global markets shaky, our business and social sectors are both confronting an increasingly uncertain future. Many organizations are searching for innovative strategies that will counter the mounting pressures felt by communities and corporations alike. Common Interest, Common Good argues that forward-looking businesses and social sector organizations (both nonprofit and government) can solve many of their problems by working together while serving the common good in the process. According to Shirley Sagawa and Eli Segal, alliances between for-profit and the not-for-profit industries yield enormous benefits for both. Businesses can boost their bottom line by leveraging a nonprofit partnership to enhance their image, reach new markets, increase consumer loyalty, and build a positive reputation with current and prospective employees. The upside is just as powerful for nonprofits, because an alliance with a corporation can provide crucial funds and visibility while helping to attract new volunteers and donors. Common Interest, Common Good showcases many such successful partnerships, from corporate sponsorships and cause-related marketing to employee volunteer programs and school-to-work initiatives. The authors also offer some much-needed guidance for avoiding many of the pitfalls that can undermine even the best alliances. A convincing, deeply felt book by two authors who have devoted much of their careers to helping public and private sectors find profitable new ways of working together, Common Interest, Common Good is a guided tour of the progressive new strategies that can contribute to the purpose of our businesses and the prosperity of our communities.

Most managers assume that surviving, especially in recessions, requires slashing wages, benefits, and other workforce expenses. And lowest-skilled workers are often viewed as the most expendable. In Profit at the Bottom of the Ladder, Jody Heymann overturns these assumptions. Drawing from thousands of interviews with employees from front line to C-suite at companies around the world, Heymann shows how enterprises have profited more by improving working conditions. She also demonstrates that lower-skilled employees - in call centers, repair services, product assembly - aren't expendable. They can determine 90 percent of companies' profitability. High performers positively shape customers' perceptions of businesses, driving satisfaction and loyalty. To attract, train, and retain top-caliber people in these roles, you must enhance working conditions, creating a system in which your company and its employees profit together. Profit at the Bottom of the Ladder shows what works - from stock options for bakers to flexibility for factory workers to career tracks in call centers. Featuring cases from companies around the globe - including a leading concrete manufacturer in India, a top European pharmaceutical firm operating in China, and successful U.S. manufacturers - this book shows how real organizations are excelling financially by strengthening frontline employees' working conditions.

A Failure of Nerve

Treat Employees Like Customers and Customers Like

Winners in the New Business Environment

The Definitive Guide for Business Leaders

Bottom-Up Solutions for a Top-Down World

Better, Simpler Strategy

Creating Value by Investing in Your Workforce

THE REVOLUTIONARY MANAGEMENT SYSTEM BEHIND ONE OF THE MOST SUCCESSFUL COMPANIES OF OUR TIME In 1961, Charles Koch joined his father's Wichita-based company, then valued at \$21 million. Six years later, he was named chairman of the board and CEO of Koch Industries, Inc. Today, Koch Industries' estimated worth is \$100 billion -- making it one of the largest private companies in the world. Koch exceeds the S&P 500's five-decade growth by 27-fold and plans to double its value on average every six years. What exactly does this company do and why is it so remarkably profitable? Koch's name may not be on your stain-resistant carpet, stretch denim jeans, the connectors in your smart phone, or your baby's ultra-absorbent diapers, but it makes them all. And Koch's Market-Based Management® system is what drives these innovations and many more. Based on five decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, the core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars, products that improve people's lives. It results from a culture where employees are empowered to act entrepreneurially to discover customers' preferences and the best ways to satisfy them. Good profit is what follows when long-term value is created for customers, employees, shareholders, and society. Here, drawing on revealing, honest, and previously untold stories from his nearly six decades in business, Koch walks the reader through the five dimensions of MBM to show how to apply its framework to generate more good profit in any business, industry, or organization of any size. Readers will learn how to: • Craft a vision for how to thrive in spite of increasingly rapid disruption • Select and retain a workforce possessing both virtue and talent • Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level • Award employees with ownership and decision rights based on their proven contributions, not job title • Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society. Good Profit is destined to rank as one of the greatest management books of all time.

An accessible guide to the essential issues of corporate finance While you can find numerous books focused on the topic of corporate finance, few offer the type of information managers need to help them make important decisions day in and day out. Value explores the core of corporate finance without getting bogged down in numbers and is intended to give managers and investors a clear, Disruption in the Marketplace: How to Stay Relevant and Profitable in a World of Rapid Change Examines ways to maintain and grow value through mergers, acquisitions, and portfolio management Addresses how to ensure your company has the right governance, performance measurement, and internal discussions to encourage value-creating decisions A perfect companion to the Fifth Edition of Valuation, this book will put the various issues associated with corporate finance in perspective.

NEW YORK TIMES BESTSELLER • NEW YORK TIMES NOTABLE BOOK OF 2019 • WINNER OF THE J ANTHONY LUKAS WORK-IN-PROGRESS AWARD • FINANCIAL TIMES' BEST BOOKS OF 2019 • NPR FAVORITE BOOKS OF 2019 • FINALIST FOR THE FINANCIAL TIMES/MCKINSEY BUSINESS BOOK OF 2019 • KIRKUS REVIEWS BEST BOOKS OF 2019 • SCHOOL LIBRARY JOURNAL BEST BOOKS OF 2019 "Superb...Among the best books ever written about an American corporation." —Bryan Burrough, The New York Times Book Review Just as Steve Coll told the story of globalization through ExxonMobil and Andrew Ross Sorkin told the story of Wall Street excess through Too Big to Fail, Christopher Leonard's Kockland uses the extraordinary account of how one of the biggest private companies in the world grew to be that big to tell the story of modern corporate America. The annual revenue of Koch Industries is bigger than that of Goldman Sachs, Facebook, and US Steel combined. Koch is everywhere: Koch is the fertilizers that make our food, the chemicals that make our pipes and the synthetics that make our carpets and diapers that we all use every day. But few people know much about Koch Industries and that's because the billionaire Koch brothers have wanted it that way. For five decades, CEO Charles Koch has kept Koch Industries quietly operating in deepest secrecy, with a view toward very, very long-term profits. He's a genius businessman: patient with earnings, able to learn from his mistakes, determined that his employees develop a reverence for free-market ruthlessness, and a master disrupter. These strategies made him and his brother David together richer than Bill Gates. But there's another side to this story, if you want to understand how we killed the unions in this country, how we widened the income divide, stalled progress on climate change, and how our corporations bought the influence industry, all you have to do is read this book. Seven years in the making, Kockland "is a dazzling feat of investigative reporting and epic narrative writing, a tour de force that takes the reader deep inside the rise of a vastly powerful family corporation that has come to influence American workers, markets, elections, and the very ideas debated in our public square. Leonard's work is fair and meticulous, even as it reveals the Kochs as industrial Citizens Kane of our time" (Steve Coll, Pulitzer Prize-winning author of Private Empire).

Good Profit by Charles G. Koch | Key Takeaways, Analysis & Review Preview: Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies is a nonfiction book that outlines the management strategy of Charles G. Koch, the chief executive officer (CEO) of Koch Industries, Inc. It builds on his 2007 book, The Science of Success: How Market-

Based Management Built the World's Largest Private Company, by including guidance on how to apply his management strategies, and answers questions about Koch Industries's success and failures... PLEASE NOTE: This is key takeaways and analysis of the book and NOT the original book. Inside this Instaread of Good Profit: · Overview of the book · Important People ·

Key Takeaways · Analysis of Key Takeaways

Guide to Charles G. Koch's Good Profit

Profits With Principles

Sons of Wichita

The Science of Success

Summary of Good Profit

Connecting Profit with Purpose

Creating Value

New Thinking and Practice

Beat the odds with a bold strategy from McKinsey & Company "Every once in a while, a genuinely fresh approach to business strategy appears" – Legendary business professor Richard Rumelt, UCLA McKinsey & Company's newest, most definitive, and most irreverent book on strategy—which thousands of executives are already using—is a must-read for all C-suite executives looking to create winning corporate strategies. Strategy Beyond the Hockey Stick is spearheading an empirical revolution in the field of strategy. Based on an extensive analysis of the key factors that drove the long-term performance of thousands of global companies, the book offers a ground-breaking formula that enables you to objectively assess your strategy's real odds of future success. "This book is fundamental. The principles laid out here, with compelling data, are a great way around the social pitfalls in strategy development." – Frans Van Houten, CEO, Royal Philips N.V. The authors have discovered that over a 10-year period, just 1 in 12 companies manage to jump from the middle tier of corporate performance—where 60% of companies reside, making very little economic profit—to the top quintile where 90% of global economic profit is made. This movement does not happen by magic—it depends on your company's current position, the trends it faces, and the big moves you make to give it the strongest chance of vaulting over the competition. This is not another strategy framework. Rather, Strategy Beyond the Hockey Stick shows, through empirical analysis and the experiences of dozens of companies that have successfully made multiple big moves, that to dramatically improve performance, you have to overcome incrementalism and corporate inertia. "A different kind of book—I couldn't put it down. Inspiring new insights on the facts of what it takes to move a company's performance, combined with practical

advice on how to deal with real-life dynamics in management teams." –Jane Fraser, CEO, Citigroup Latin America
A surprising take on how you can help tackle the really big problems in society—from one of America's most successful entrepreneurs. People are looking for a better way. Towering barriers are holding millions of people back, and the institutions that should help everyone rise are not doing the job. Crumbling communities. One-size fits all education. Businesses that rig the economy. Public policy that stifles opportunity and emboldens the extremes. As a result, this country is quickly heading toward a two-tiered society. Today's challenges call for nothing short of a paradigm shift – away from a top-down approach that sees people as problems to be managed, toward bottom-up solutions that empower everyone to realize their potential and foster a more inclusive society. Such a shift starts by asking: What would it mean to truly believe in people? Businessman and philanthropist Charles Koch has devoted his life to answering that question. Learn what he's discovered during his 60-year career to help you apply the principles of empowerment in your life, in your business, and in society. By learning from the social movements and applying the principles that have enabled social progress throughout history, Koch has achieved more than he dreamed possible – building one of the world's most successful companies and founding Stand Together, one of America's most innovative philanthropic communities. Stand Together CEO Brian Hooks and Koch show how the only way to solve the really big problems – from poverty and addiction to harmful business practices and destructive public policy – is for each and every one of us to find and take action in our unique role as part of the solution. Full of compelling examples of what works – including several first-person accounts from individuals whose lives have been transformed – Koch and Hooks' refreshing approach promotes partnership instead of partisanship and speaks to people from different perspectives and all walks of life. They show that no injustice is too tough to overcome if you share a deep belief in people, are willing to unite with anyone to do right, and work to empower others from the bottom up.

Good ProfitHow Creating Value for Others Built One of the World's Most Successful CompaniesCurrency
How companies turn value-added into real profits The Dollarization Discipline shows organizations and marketers howto effectively communicate the economic value created by theirproducts and services. Too often, when companies compete usingconventional sales and marketing approaches, they force customersto make financial decisions (how much to spend), based onnon-financial arguments (product features and benefits). On thisplaying field, the company that can show true financial advantagein real dollars and cents wins every time. This book offers astep-by-step strategy for doing just that. Every day, good companies suffer because they create value forcustomers but aren't able to keep their fair share. This is becausemost marketers can't fully explain the value customers get fromtheir products, and the argument falls to the lowest commondenominator-price. The solution is an approach to sales andmarketing that goes beyond articulating features and benefits, butcalculates the monetary value a customer receives from a product orservice. This enables the seller to price the product as a truereflection of its value-and also let's the seller prove it to thecustomer! With real case studies and detailed, step-by-step guidance oneffective dollarization, The Dollarization Discipline finallyoffers a practical, straightforward way for marketers and businessleaders to prove the value of their "value-added." Jeffrey J. Fox (Gilford, New Hampshire) is the founder andPresident of Fox & Company, Inc., a marketing consulting firm.Fox is also the author of the bestsellers How to Become a CEO, Howto Become a Rainmaker, and How to Become a Great Boss. Richard C.Gregory (Farmington, Connecticut) is a Senior Consultant with Fox& Company.

Confessions of the Pricing Man

Value

Believe in People

How to Create a World-changing Business

The Six New Rules of Business

Creating Value: Successful Business Strategies

Kochland

Creating Value Through Business and Social Sector Partnerships

James Heskett, Earl Sasser, and Leonard Schlesinger reveal powerful new evidence that paying close attention to the employee-customer relationship will enable any organization to be a low-cost provider and achieve superior results -- proving that you can have it all, a goal thought inadvisable just a few short years ago. At the heart of this bold assertion is the authors' indisputable conclusion supported by thirty-one years of groundbreaking research: today's employee satisfaction, loyalty, and commitment strongly influences tomorrow's customer satisfaction, loyalty, and commitment and ultimately the organization's profit and growth -- a quantifiable set of associations the authors call the value profit chain. In what may be the most far-reaching study ever undertaken of the strategic importance of the employee-customer relationship, Heskett, Sasser, and Schlesinger offer profound new insights into the life-long value of both employees and customers and the increasingly important concept of employee-relationship management. Readers will discover how organizations as diverse as aluminum maker Alcoa, travel agency Rosenbluth International, and the Willow Creek Community Church treat employees like customers (in the case of Willow Creek, volunteers as well). Conversely, the authors show how advertising agency Merkle Newman Hartly and financial services provider ING Direct treat customers like employees, pursuing the ones they want most. At Vanguard Group, Cisco Systems, and Southwest Airlines, both practices are common. The authors explain how these organizations and many others -- whether large or small, public or private, or not-for-profit -- achieve profitability and growth or the equivalent by leveraging results and process quality to deliver differentiated products and services at the lowest cost. Timely, essential, and important reading, The Value Profit Chain should be readily accessible on the desk of every forward-thinking manager.