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Preface - Implementing Value Pricing: A Radical Business ...  
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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.

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The overwhelming majority of professional firms price their services by the antiquated hourly billing method, a method with many flaws. This new book demonstrates there is a superior model to price for professional services, a business model change from "We sell time," to "We sell intellectual Capital." Focused on the art of pricing commensurate with external value created, this volume ...

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Implementing Value Pricing: A Radical Business Model for ...  
IMPLEMENTING VALUE PRICING. A Radical Business Model for Professional Firms. An overwhelming majority of professional firms price their services by the flawed hourly billing method. This method is outdated, suboptimal, and driving the best and brightest out of the professions.

How To Implement Value Pricing with Ron Baker [Interview]  
At approximately 39 minutes in, we went through the Eight Steps to Implementing Value Pricing, based on my book, Implementing Value Pricing: A Radical Business Model for Professional Firms:

Implementing Value Pricing: A Radical Business Model for ...  
Implementing Value Pricing: A Radical Business Model for Accounting Firms. As the Founder of VeraSage Institute--a think tank dedicated to improving the profession for posterity by teaching value pricing--, an instructor for the CPA Education Foundation, a faculty member of the Professional Pricing Society, a diligent student...

Goodwill Books - Implementing Value Pricing: A Radical ...  
8 Step Process To Implement Value Pricing. Here are the eight steps Ron Baker walks you through to determine how to implement value pricing within your firm: Step 1: Engage In A Value Conversation With Your Customers. This is the first step, and most important step. You need to know how your customer sees and identifies value.

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Implementing Value Pricing A Radical  
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Implementing Value Pricing: A Radical Business Model for ...  
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.

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