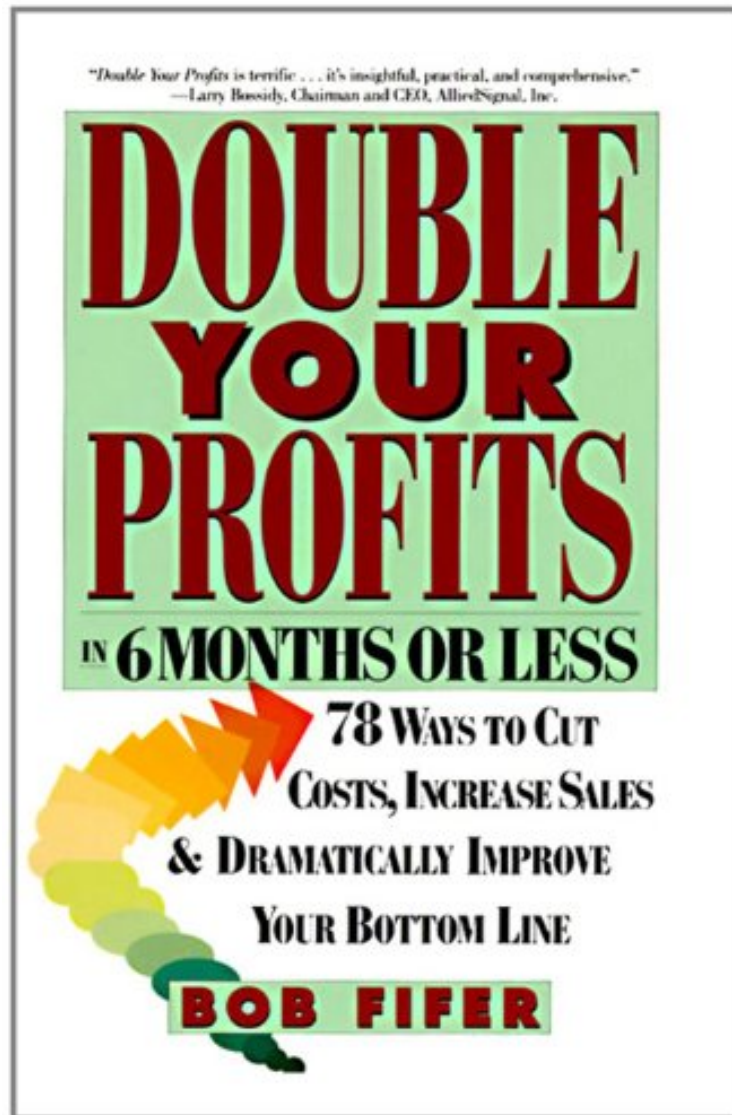


## Double Your Profits: In Six Months or Less

Bob Fifer

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**Bob Fifer : Double Your Profits: In Six Months or Less** before purchasing it in order to gage whether or not it would be worth my time, and all praised Double Your Profits: In Six Months or Less:

10 of 10 people found the following review helpful. Interesting read which will make you uncomfortableBy Joe StephensThis book was written almost 20 years ago. A few parts of the author's advice may appear to be dated, but there is enough content to recommend the book. The author distills his advice into 78 steps taking up less than 250 pages. It is a quick read.In today's highly competitive business environment, it is important to instill a culture of cost consciousness. In the author's opinion every cost is up for grabs and needs to be justified. There is waste in any organization such as too many layers of management, the amount of time spent in meetings, spending on offsite

meetings, and unnecessary reports. However when it comes marketing, the author recommends outspending the competition in both good and bad times. Some parts of the book will likely make readers uncomfortable including the lack of concern for many of the people who make up a company's workforce and certain suggestions for extracting concessions from suppliers. In the latter case some people will question the ethics of his approach. This book is certainly not "If Aristotle Ran General Motors." It is not about pleasing multiple stakeholder groups. It is a no nonsense book about improving the bottom line. There is no doubt a company can improve the bottom line following the author's advice especially in the first few years. I would be interested in case studies of some of the author's client companies. What has been the longer term impact on their corporate culture, employee turnover and relations with suppliers? How have their top line and bottom line growth fared over time? In reading this book I had to work to separate the message from the messenger. I was turned off a bit by the author's tone. It is interesting that the author left Kaiser Associates, Inc. in 2000 and set up his own firm which I believe is just a one person operation. I did some research and found an interesting quote from a May 28, 2007 interview with U.S. News and World Report. "I ran one company [Kaiser, his consulting firm] for 18 years. The company did very, very well, but we hit a wall. If I knew then what I know now, I would still be there, and the company would be 20 times larger. I would come into the office and, by force of my person and bravado, try to move the company by myself. It worked until we had eight offices on five continents. If I had had more humility and been more principled in how I treated other people, I would have built an organization with depth. No CEO is good at everything, but when people perceive you are selfish and greedy, the holes remain exposed and don't get closed. When you have a strong character, people rally behind you in a way that plugs those holes." 1 of 1 people found the following review helpful. Leadership Lessons from a ruthless cost cutter By John Purcell Bob Fifer is a well known management consultant who has written a how-to succeed in business book in the right way. He has 78 short chapters, all of which apply as well today as they did when he wrote this in the 1990's. Each chapter has an example, either from Bob's business or one of his highly regarded clients. Fifer makes it clear at the start that this is a book for those who are willing and able to focus on profits. If morale, feeling good about your contributions, writing 3 page mission statements is your thing, you are probably not ready for these lessons. A few will cause long term problems if abused, like getting rid of your staff, not paying bills, not developing employees but the flow is right on. The most important lessons I learned from this book were: Determine which costs are strategic and over-invest in those areas as long as you can see they are effective. Don't overquantify things especially when the extra precision won't change anyone's mind. Just say no to office space, furniture, reports, travel, price increases, and capital expenditures; If you are wrong they will keep asking until you say yes. Set cost targets and always go to bid. 0 of 0 people found the following review helpful. Not steps By Andrea S. Definitely don't understand all of the good reviews for this book. It was very annoying at best. These are not "steps" at all. Every other page is a new "step" that's simply a statement. "Step 9. Don't under-delegate, and don't over-delegate". "Step 10. Maximizing customer satisfaction leads to bankruptcy." Those aren't steps. They're statements. Rules. Guidelines. Common sense. Ambiguous. Lots of words for them besides "steps". I love when business books are boiled down and straight to the point; who has time for an entire chapter on delegation when a page will do? But this book is a bit too boiled down and for heaven's sake, these are not "steps". And I agree with another reviewer; most statements are good common sense, but not "step 37". As a manufacturer, I have suppliers and I am a supplier, and I would not think fondly or continue business with customers who tried to "extend payables" as long as possible. Just pay what you owe when you owe it and move forward. I'd probably like this book more if it didn't call them steps...

One of the nations' foremost financial consultants shares 78 proven ways to cut costs dramatically, send productivity through the roof, and, in just six months, double profits.