

Double Your Profits: In Six Months or Less

By Bob Fifer

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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.

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Double Your Profits: In Six Months or Less By Bob Fifer Bibliography

- Sales Rank: #25188 in Books
- Brand: Fifer, Bob
- Published on: 1995-03-31
- Released on: 1995-03-31
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .58" w x 5.31" l, .45 pounds
- Binding: Paperback
- 256 pages

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Editorial Review

From Library Journal
"Double your profits in six months or less," says management consultant Fifer, simply by following his rather Draconian cost-cutting suggestions. Fifer shares his Fortune 500 consulting experiences with these 78 ways to leave your losses, such as eliminating unnecessary management, bidding on supplier goods, paying invoices later, and controlling all expenses at the top. Of this list, 24 are standard customer service and sales rep motivation tips, all more completely covered elsewhere. Furthermore, in today's lean organizations, most of these decisions have already been implemented. Executives now are focusing on the real cost control that comes from unnecessary process steps, rework, and management tampering. Pass on this one.
Dale Farris, Groves, Tex.
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Review
"*Double Your Profits* is terrific ... it's insightful, practical, and comprehensive." -- Larry Bossidy, Chairman and CEO, Allied Signal/Honeywell

A highly readable, eminently common sensical guidepost to success in business. Every chapter is a mini-refresher course on controlling costs, satisfying customers, motivating people, improving profits and building pride. It's a safe bet *Double Your Profits* will be a high-yield investment. --Norman R. Augustine, Chairman and CEO, Martin Marietta

I've given *Double Your Profits* to many colleagues and clients over the last few years. Best book my wife ever gave me. Best common sense business book I've ever read. It's a book that needs to be read periodically by any business owner and their associaties. --Ted Fagan, President, Eco Mist Solutions Inc.

I made *Double Your Profits* required reading for all the up and coming assistants I trained. We increased our sales and nearly tripled our profits in one year! This book is one of my top five "must-have" books on business/life. --Mark W. Shelby, CKMS

Mr. Fifer doesn't hold back anything. His sage advice rolls off of every page. If it's time for you to get a wake-up call about your business, this could be the bell. --The Net Review of Business Books

"Simple and straightforward."--Jack Welch, Chairman of GE

From the Back Cover
This peerless profit-boosting guide presents seventy-eight key insights that are notable for their aggressive approach and contrarian perspective. Top consultant Bob Fifer shows how to turn the tables on hardball-playing suppliers and competitors. He also challenges outmoded assumptions and explains why arbitrary budgets are sometimes the best budgets; computers often hinder more than help; bosses are frequently underpaid; customers can often be persuaded to pay more; and suppliers can often be persuaded to charge less. By following Bob Fifer's advice, you'll be able to cut costs to the bone, send productivity through the roof, and double your profits in the space of only six months.

Users Review

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Lydia Sanders:

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