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4: A Tale of Two Theories; The Labor Theory of Value; Karl Marx, False Prophet; The Marginalist Revolution of 1871; Why Are Diamonds More Expensive Than Water?; Wrong Theory, Suboptimal Results; CHAPTER 5: Four Ps and Five Cs; The Five Cs of Value You Are What You Charge CHAPTER 6: What People Buy; The Dynamics of Customer Expectations; CHAPTER 7: How People Buy; Relative, Not Absolute, Price Matters; Price Psychology; Search, Experience, and Credence Attributes; Understanding Customer Risk; The Four Ways to Spend Money; CHAPTER 8: Your Firm's Value Proposition; Moments of Truth; What Is Beyond Total Quality Service?; CHAPTER 9: The Consumer Surplus and Price Discrimination; Price Elasticity; Consumer Surplus; Price Discrimination; Requirements to Price Discriminate; CHAPTER 10: Macro Pricing Strategies; Skim Pricing; Penetration Pricing Neutral Pricing Two More Curves for Value; Implications of the Curve; CHAPTER 11: Price the Customer, Not the Service; Ten Factors of Price Sensitivity; CHAPTER 12: There Is No Such Thing as a Commodity; The Perils of Benchmarking; Purging the Commodity Word; CHAPTER 13: Baker's Law: Bad Customers Drive Out Good Customers; Customer Grading Criteria; The Adaptive Capacity Model; Firing Customers; The Forced Churn; CHAPTER 14: Value Pricing and Self-Esteem; There Is No Standard Price for Intellectual Capital; CHAPTER 15: Ethics, Fairness, and Value Pricing; The Morality of Price Discrimination Prospect Theory Is Hourly Billing Ethical?; PART III: The Genesis and Consequences of Hourly Billing and Timesheets; CHAPTER 16: A Brief History of Hourly Billing and Timesheets; The Father of the Billable Hour and Timesheet-in the Legal Profession; Summary and Conclusions; CHAPTER 17: The Deleterious Effects of Hourly Billing; The Advantages of Hourly Billing; What about the Customer?; The Disadvantages of Hourly Billing; Summary and Conclusions; PART IV: What Replaces Hourly Billing and Timesheets; CHAPTER 18: Why Carthage Must Be Destroyed What, Exactly, Replaces Hourly Billing and Timesheets?

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Sommario/riassunto

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](http://www.holdenadvisors.com) ""We've known through Ron Baker's earlier books that he's not just an extr

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