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He is on a radical crusade to align the  
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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  
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""Ron Baker is a revolutionary. 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. It provides detailed guidance that includes not only strategies and tactics, but key predictive indicators for success.

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Uploaded By Yasuo Uchida, 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  
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Ron Baker, the author of Professional's Guide to Pricing, The Firm of the Future: A Guide to Accountants, Lawyers, and Other Professional Services, Implementing Value Pricing: A Radical Business Model for Professional Firms, and more, has recognized that there is a problem with the current business model for pricing that many professional firms use: the billable hour.

### **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 This method is outdated, suboptimal, and driving the best and brightest out of the professions.

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CHAPTER 19 Price-Led Costing Replaces Hourly Billing - Implementing Value

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Price-Led Costing Replaces Hourly  
Billing. Innovation requires builders not  
bean-counters, and the last person who  
should be running something is the man  
who controls the costs.

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overwhelming majority of professional  
firms price their services by the  
antiquated hourly billing method, a  
method with many flaws.

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It reflects the client's perception of the  
value he or she receives from the  
services that a firm provides, Baker  
explains in his book Implementing Value

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Professional Firms. This value to the  
client may be in the form of tax savings,  
increased profits, having a trusted  
adviser to call upon, or simply having a  
professional do the work.

### **How to get started with value pricing**

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