Practical Intuition For Profit

Profitability, Accounting Theory and Methodology

Agent and Multi-agent Technology for Internet and Enterprise Systems

Handbook of Research on Managerial Solutions in Non-Profit Organizations

Reality

Profit, Prudence and Virtue
This book teaches financial engineering in an innovative way: by providing tools and a point of view to quickly and easily solve real front-office problems. Projects and simulations are not just exercises in this book, but its heart and soul. You will not only learn how to do state-of-the-art simulations and build exotic derivatives valuation models, you will also learn how to quickly make reasonable inferences based on incomplete information. This book will give you the expertise to make significant progress in understanding brand new derivatives given only a preliminary term sheet, thus making you extraordinarily valuable to banks, brokerage houses, trading floors, and hedge funds. Financial Hacking is not about long, detailed mathematical proofs or brief summaries of conventional financial theories; it is about engineering specific, usable answers to imprecise but important questions. It is an essential book both for students and for practitioners of financial engineering. MBAs in finance learn case method and standard finance mainly by taking. Mathematical finance students learn the elegance and beauty of formulas mainly by manipulating symbols. But financial engineers need to learn how to build useful tools, and the best way to do that is to actually build them in a test environment, with only hypothetical profits or losses at stake. That’s what this book does. It is like a trading desk sandbox that prepares graduate students or others looking to move closer to trading operations. Forword Forexword (309 KB) Sample Chapter(s): Chapter 6: Puzzles and Bugs (269 KB) Chapter 9: The Best Trade in the World? (93 KB) Request Inspection Copy

Farm Business Management

"Available to every one of us, intuition is a natural gift that can guide us in our lives. Practical Intuition sheds the mystique and shows you commonsense ways to access this wonderful resource. This fascinating book will teach you how to awaken your intuition and how to recognize your individual ‘voice.’ Whether you are looking to improve your career opportunities, gain financial stability or enhance personal relationships, Practical Intuition will help you train your natural instinct into a powerful asset." - Back cover.

Intuitive Leadership Mastery

An important scholar in the history of accounting, Geoffrey Whittington’s numerous articles cover a broad spectrum of the field and are both sharply insightful and extremely significant. He has made important contributions to the topics of inflation accounting, accounting theory and methodology, and standard-setting, and he has conducted a number of valuable empirical studies. This remarkable collection pulls together essays and articles and encompasses his work on empirical studies based on company accounts, specification of empirical models, price change accounting, taxation and regulation, and regulation of accounting and auditing. Accompanied by a new introduction and conclusion, this significant volume will be extremely useful for historians of accounting as well as accountancy practitioners and researchers.

Modeling Maximum Trading Profits with C++

This book constitutes the refereed proceedings of the 11 workshops co-located with the 16th International Conference on Practical Applications of Agents and Multi-Agent Systems, PAAMS 2018, held in Toledo, Spain, in June 2018. The 47 full papers presented were carefully reviewed and selected from 72 submissions. The volume presents the papers that have been accepted for the following workshops: Workshop on Agents and Multi-agent Systems for AAL and e HEALTH; Workshop on Agent based Applications for Air Transport; Workshop on Agent-based Artificial Markets and Computational Economics; Workshop on Agent-based Solutions for Manufacturing and Supply Chains; Workshop on MAS for Complex Networks and Social Computation; Workshop on Intelligent Systems and Context Information Fusion; Workshop on Multi-agent based Applications for Energy Markets, Smart Grids and Sustainable Energy Systems; Workshop on Multiagent System Based Learning Environments; Workshop on Smart Cities and Intelligent Agents; Workshop on Swarm Intelligence and Swarm Robotics; Workshop on Multi-Agent Systems and Simulation.

Decisive Intuition

Business is becoming more competitive. Entrepreneurs need an ‘edge’ to accelerate sustainable results. You’ve arrived at a 5-step system that allows you to access that edge in a new way. That edge can come from practical intuition that bypasses the business owners’ conditioned limitations, transcends their comfort zones and helps them make decisions that are more aligned with what they know to be true despite surface circumstances or the opinions of others. Using intuition for practical decision-making in business has been used by very successful people to interpret their circumstances and clarify their thinking - from Andrew Carnegie to Bill Clinton to George Clooney - they just haven’t talked about it. But now, this #1 bestselling book called You’ve Arrived shares a simple 5-step system that you can take action on to access your own intuitive genius so you can take total leadership of your life. You will experience the power of your own intuition. You will realize the impact of your decisions. You will experience a new freedom through clarity to ultimately, have the business you really want faster and easier. In other words, you can finally arrive. Lynn Scheurle is a highly experienced entrepreneur and business management consultant with over 25 years of hands-on experience. She helps clients to create a business that is right for them and provides a system that is both practical and proven. Lynn has been a business owner for over 25 years and has experience in a variety of industries, including retail, healthcare, and technology. She is also the author of several bestselling business books, including "You’ve Arrived" and "Decisive Intuition." In this book, Lynne shares her secrets for success and provides a step-by-step system that anyone can use to achieve their goals. Lynne’s approach is based on the belief that success is not just about working hard, but also about working smart. Lynne’s system helps you to identify your goals, set priorities, and take action in a way that is both efficient and effective. In short, Lynne’s system is designed to help you achieve your dreams in a way that is both practical and effective. The book is highly recommended for anyone who wants to increase their success and achieve their goals.
Japanese publishing. Pleasure in Profit also speaks to broader conversations about the category of the literary by offering a new view of popular prose that celebrates plurality.

**Exploring Residual Profit Allocation**

Suppose an accountant discovers evidence of shady practices while examining the books of a client. What should he or she do? Accountants have a professional obligation to respect the confidentiality of their clients' accounts. But, as an ordinary citizen, our accountant may feel that the authorities ought to be informed. Suppose a physician discovers that a patient, a bus driver, has a weak heart. If the patient continues bus driving even after being informed of the heart condition, should the physician inform the driver's company? Respect for patient confidentiality would say, no. But what if the driver should suffer a heart attack while on duty, causing an accident in which people are killed or seriously injured? Would the doctor bear some responsibility for these consequences? Special obligations, such as those of confidentiality, apply to any one in business or the professions. These obligations articulate, at least in part, what it is for someone to be, say, an accountant or a physician. Since these obligations are special, they raise a real possibility of conflict with the moral principles we usually accept outside of these special relationships in business and the professions. These conflicts may become more acute for a professional who is also a corporate employee, a corporate attorney, an engineer working for a construction company, a nurse working as an employee of a hospital.

**Improving Sawmill Profits Through Operations Research**

“An actionable framework for driving change.” —Adam Grant

Will the next rogue wave sink your ship—or will you choose to profit from it? At this moment, rogue waves are forming under your business. Emerging technologies, changing demographics, the data economy, automation, and other trends—the undercurrents of radical, systemic change—are crashing into each other. When they converge, they’ll produce changes that sink companies and wash away entire industries overnight. If your competitor can’t ride out the next wave and you can, you win.

In Rogue Waves, Jonathan Brill—a renowned expert on resilient growth and decision making under uncertainty—shows you how to prepare your business to survive and thrive through the most radical upheavals. Drawing on years of experience as a Fortune 500 innovation executive, advisor, and entrepreneur, Brill delivers a practical action plan to: identify and capitalize on the 10 economic, technological, and social trends that will collide to reshape your business; turn sudden threats into outsized opportunities; create a culture of entrepreneurship and experimentation; build and scale leadership skills and processes to supercharge your company’s agility and adaptability. This must-read survival guide provides the predictive tools you need to take advantage of randomness, turn chaos into profit, and set your company on the course for long-term success. Resilience is your new strategy for growth.

**Good Profit**

The SBA estimates more than 627,000 new businesses open each year (while about 595,000 close each year), and Entrepreneur.com estimates there are 400 million entrepreneurs worldwide. The natural outcome is that business is becoming increasingly competitive. Entrepreneurs need an “edge” to accelerate sustainable results. That edge can come from practical intuition that bypasses the business owner’s conditioned limitations, transcedes their comfort zones and helps them make decisions that are more aligned with what they know to be true despite surface circumstances or the opinions of others. Using intuition for practical decision-making in business has been used by very successful people to interpret their circumstances and clarify their thinking—for example, from Andrew Carnegie to Bill Clinton to George Clooney; they have just haven’t talked about it. But now, this book shares a simple 5-step system you can use to access your own intuitive genius so you can leverage your largest vision, true potential and greatest challenges into next-level growth opportunities for new freedom through clarity and, ultimately, the business you really want faster and easier. In other words, you can finally arrive. Lynn Scheuerr has spent the last 25 years working with thousands of entrepreneurs, consultants and independent professionals and helped them to unlock their businesses, transform their results, upgrade and attract right relationships, and spot new opportunities. She finally distilled her experience and expertise into a process and bestselling book that can serve entrepreneurs who are ready to break out of their status quo into focused action for accelerated results to have what they really want and have been working for in their businesses. To learn more about the book and get free resources on practical intuition in business, visit www.LynnScheuerr.com where you can also learn how to hire Lynn as an inspirational speaker or intuitive business advisor for your group or company.

**Financial Hacking**

**Highlights of Practical Applications of Agents, Multi-Agent Systems, and Complexity: The PAAMS Collection**

Hassan Bougrina, Louis-Philippe Rochon and the expert contributors to this book explore issues of economic growth and full employment; presenting a clear explanation to stagnation, recessions and crisis, including the latest Global Financial Crisis of 2007-8. With a central focus on the role played by government spending, deficits and debt as well as the setting of interest rates, the chapters propose alternative policies that can be used by central banks and fiscal authorities to deal with problems of income inequality, unemployment and slow productivity.

**The Intuition-Led Business**

**Practical Intuition**

Edited by IP communications expert Bruce Berman, and with contributions from the top names in IP management, investment and consulting, From Assets to Profits: Competing for IP Value and Return provides a real-world look at patents, copyrights, and trademarks, how intellectual property assets work and the subtle and not-so-subtle ways in which they are used for competitive advantage. Authoritative and insightful, From Assets to Profits reveals the most relevant ways to
generate return on innovation, with advice and essential guidance from battle tested IP pros.

**Marketing Plan Templates for Enhancing Profits**

She calls herself a “practicing intuitive,” having harnessed the power of instinct in her own life. Laura Day believes that everyone can be “an intuitive,” and having conducted workshops for more than 10 years, she has amassed a remarkable following of luminaries from across the business world who concur. In Practical Intuition for Success, Day outlines a 10-day program for readers, showing how they too can develop their sixth sense to enhance their business decisions. In a powerful blend of exercises and examples of “intuition in action” from her own life and from the workplace and investment worlds, she shows readers how intuition can give them an edge: Make more money Be happy in a career Gain more insight into personal investments Solve problems quickly Unleash their inner financial genius Choose winning business strategies Beat the competition Decide which business to start Uncover enemies and hidden agendas in the workplace -- and come out ahead Day believes that intuition is like meditation or exercise; it requires practice and should be integrated into our daily lives. Practical Intuition for Success enables readers to find, release and enrich their intuitive capabilities, bringing them and their businesses to unprecedented levels of success.

**Words on Cassette**

Combines exercises, real-life examples, and personal accounts to explain how to draw on one's hidden intuitive powers

**The Intuitive Trader**

**The Philosophy of Geography**

Schemes of residual profit allocation (RPA) tax multinationals by allocating their “routine” profits to countries in which their activities take place and sharing their remaining “residual” profit across countries on some formulaic basis. They have recently and rapidly come to prominence in policy discussions, yet almost nothing is known about their impact on revenue, investment, and efficiency. This paper explores these issues, conceptually and empirically. It finds residual profits to be substantial, but concentrated in a relatively few MNEs, headquartered in few countries. The impact on tax revenue of reallocating excess profits under RPA, while adverse for investment hubs, appears beneficial for lower income countries even when the formula allocates by destination-based sales. The impact on investment incentives is ambiguous and specific both to countries and MNE groups; only if the rate of tax on routine profits is low does aggregate efficiency seem likely to increase.

**Nothing Can Stop You This Year!**

EARN SERIOUS TRADING PROFITS BY USING YOUR WHOLE BRAIN! Legendary traders like Jesse Livermore, George Soros, Richard Dennis, and Steven Cohen use their full range of powers that encompass both instinct and analysis. That’s how they made their fortunes-- and that’s how you can, too. In Trading from Your Gut, Curtis Faith, renowned trader and author of the global bestseller Way of the Turtle, reveals why human intuition is an amazingly powerful trading tool, capable of processing thousands of inputs almost instantaneously. Faith teaches you how to harness, sharpen, train, and trust your instincts and to trade smarter with your whole mind. Just as important, you’ll learn when not to trust your gut-- and how to complement your intuition with systematic analysis. You’ve got a left brain: analytical and rational. You’ve got a right brain: intuitive and holistic. Use them both to make better trades, and more money!

**You’ve Arrived**

Research in multi-agent systems offers a promising technology for problems with networks, online trading and negotiations but also social structures and communication. This is a book on agent and multi-agent technology for internet and enterprise systems. The book is a pioneer in the combination of the fields and is based on the concept of developing a platform to share ideas and presents research in technology in the field and application to real problems. The chapters range over both applications, illustrating the possible uses of agents in an enterprise domain, and design and analytic methods, needed to provide the solid foundation required for practical systems.

**Profits and Professions**

Non-profit Organizations (NPOs) are the fastest growing organizations in modern society. They exist in a liminal realm between public and private organizations, and because of this, new jurisdictions are created for NPOs. The existence of NPOs is contingent upon their adequacy, and management is a key determining factor as to whether an organization survives. The Handbook of Research on Managerial Solutions in Non-Profit Organizations provides relevant theoretical frameworks and the latest empirical research findings related to the successful management of nonprofits. Providing insights into the best practices and valuable comparisons between strategies in different contexts, this book gives invaluable support for nonprofit managers, policy makers, students, and researchers.
Economic Growth and Macroeconomic Stabilization Policies in Post-Keynesian Economics

*SHORT-LISTED FOR THE BUSINESS BOOK AWARDS 2020!* We need to change the way we do business. If you’ve decided to go it alone and grow your own business, you’re probably finding it tough to make things work. The pace of life is getting faster, our benchmarks for success ever higher, and thousands of micro-business owners are facing entrepreneurial burnout, trying to cover up their stress and exhaustion with “love-my-life” smiles and filtered images on social media. It’s not just the cash flow that needs fixing: your mental health and well-being are at stake. If you are ready to make money, make an impact and thrive in the process, True Profit Business gives you a simpler, more connected path to business success. Clarity—understand what your biggest vision of success looks like and how business growth really works. Structure—get clear on the Five Growth Pillars to ensure sustainable growth. Flow—discover when to lean in to enable an effective energy flow between thinking, planning, and taking action. Process—discover which of the five True Profit Business Models will enable you to thrive. True Profit Business not only helps you diagnose what’s going wrong for you, it focuses you on your bigger game and shows you the building blocks—the processes and people—you need to turn your expertise and talents into a purposeful, playful, and profitable business.

Pleasure in Profit

What’s holding you back from the life you dream of? This classic book, now in its second edition, guides you to make breakthroughs, lose weight, overcome procrastination, gain sudden profits, feed your soul for more energy, and persuade with ease. Discover how to command your intuition to reveal your path to success and fulfillment. Use the power of Easethroughs—the skillful removal of resistance. What’s better than time management? Implement Time-Leverage to get more done and feel good doing it! Award-winning speaker, author, university lecturer, and CEO, Tom Marcoux, coaches you to success in job interviewing, closing sales, public speaking, media relations, and personal branding. Learn a system of persuasive communication and goal-achieving techniques for business and life. Examples from the lives of prominent success stories include Walt Disney and Oprah. A rich collection of quotations stimulates the reader’s imagination, ranging from Benjamin Franklin to Steve Jobs.

Attracting Perfect Customers

Learn business intuition tools that help you double profits and halve stress. Top business people “listen to their gut,” to succeed faster. But how do you learn and improve your intuition in weeks rather than decades? Entrepreneur and business intuition expert Michael Light shows you how. Michael walks you step-by-step through easy-to-use tools and exercises that will increase your intuition “killer instinct” instantly. Discover how to: Hire ideal candidates fast; Improve your sales and marketing dramatically; Find and fix team issues in minutes; Add both joy and profits to your company. Why now? The pace of tech and social change has exponentially gone up in the last 10 years. Making decisions only the old-school, analytical way doesn’t work anymore and causes burnout. Business Intuition cuts through the complex problem of how to get ahead, without doubling your work hours and sacrificing your health and family. This is a hands-on manual, providing practical tools and exercises needed to develop your business intuition skills, including: Powerful Visualization Methods; WWIT (What Would It Take) Tool; How to create your own set of Mindset, Negativity, and Self-Sabotage. Clearing Author Michael Light, known in the business world as Mr. What Would It Take, has been utilizing these intuition tools for over 35 years in business. He uses this system to train CEOs and entrepreneurs all over the world, helping them to get past the challenges that have left them stressed and poorer in the past. More on Michael at www.intuitiveleadershipmastery.com. “I rely far more on gut instinct than researching huge amounts of statistics.” — Richard Branson, CEO Virgin Group

You’ve Arrived

Cultivate the skills necessary to follow your business intuitions. No matter how much background and training a trader or investor has, intuition remains the key personal asset to attaining financial success. Success depends on refining your intuition to a level that allows you to take the next step with unshakable confidence. But bringing yourself to this level is a daunting challenge—one that often requires you to override the logic of your acquired knowledge. With insights from industry success stories, exercises, and analyses from psychologists and psychiatrists, The Intuitive Trader shows traders and investors how to capitalize on their powerful intuitive skills so that they can take their trading to a new level. *Interviews with prominent psychologists and psychiatrists about developing intuition. *Extensive exercises that show the reader how to use intuition to enhance trading performance. *Words of wisdom from successful traders and investors, including Tony Saliba, Linda Raschke, Paul Tudor Jones, Jimmy Rodgers, and George Soros. ROBERT KOPPEL (Chicago, Illinois) is President of Future Skills, a Chicago-based consulting firm that works with individual traders, CTA’s and brokerage firms. A former member of the Chicago Mercantile Exchange, he is a partner in Skylane Trading, a clearing firm backed by Daiwa Securities. Koppel is the author of The Inner Game of Trading and The Outer Game of Trading, and he frequently lectures on the psychology of sound investing.

From Assets to Profits

The relationship between geography and philosophy is still largely in need of being explored. Geographers and philosophers share the responsibility for that. On the one hand, geographers have considered as a dangerous deviation any attempt to elaborate an image of the Earth which was not a mere replica of a cartographic representation. On the other hand, philosophers have generally been uninterested in a discipline offering little chance for critical reflection. In light of these considerations, the purpose of this book is to identify some fundamental philosophical issues involved in the reflection of geography by adopting a perspective which looks at the discipline with a specific focus on its fundamental concepts and distinctions.

Prophets, Profits and the Bible in Zimbabwe

“Mr. Salov has taken one of my favorite creations—Perfect Profit—and provided an expanded description of his interpretation of it and put it in your hands with the included software. Like I said fifteen years ago, Perfect Profit is an important tool for the trading system developer. See for yourself.” — Robert Pardo, President, Pardo Capital Limited “A very-in-depth reference for programmers that should serve well into the future. The code herein lends itself well to other syntactically similar programming languages such as Java, PHP, and C#” — Ralph Vince The goal of trading is to make money, and for many, profits are the best way to measure that success. Author Valerii Salov knows how to calculate potential profit, and
in Modeling Maximum Trading Profits with C++, he outlines an original and thought-provoking approach to trading that will help you do the same. This detailed guide will show you how to effectively calculate the potential profit in a market under conditions of variable transaction costs, and provides you with the tools needed to compute those values from real prices. You'll be introduced to new notions of s-function, s-matrix, s-interval, and polarities of s-intervals, and discover how they can be used to build r- and l-algorithms as well as the first and second profit and loss reserve algorithms. Optimal money management techniques are also illustrated throughout the book, so you can make the most informed trading decisions possible. Filled with in-depth insight and expert advice, Modeling Maximum Trading Profits with C++ contains a comprehensive overview of trading, money management, and C++. A companion website is also included to help you test the concepts described throughout the book before you attempt to use them in real-world situations.

**Multinational Finance Journal**

**Practical Intuition**

Geared entirely to Excel 2013, PRACTICAL MANAGEMENT SCIENCE, 5e helps students understand and take full advantage of the power of spreadsheet modeling. It integrates modeling into all functional areas of business—finance, marketing, operations management—using real examples and real data. Emphasizing applied, relevant learning, the text presents just the right amount of theory to ensure students understand the foundation of the topic, followed by exercises that give them practical, hands-on experience with the methodologies. It focuses on modeling over algebraic formulations and memorization of particular models. The Fifth Edition includes the latest changes in the accompanying @RISK and PrecisionTree add-ins, incorporates BigPicture diagrams of spreadsheet models into the optimization chapters, and provides new and updated cases throughout. The online Chapter 16: Multobjective Decision Making is now more conceptual, while Chapter 9: Decision Making Under Uncertainty extends a single new product decisions example throughout the chapter. In addition almost 30 new tutorial videos explain concepts and work through examples. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Pricing and Profitability Management**

This book is for opening up one's intuition in the shortest amount of time possible, so that entrepreneurs who want to make a bold impact in the world can do that—fast. Intuition is that secret weapon that propels business success even faster than one can imagine.

**Rogue Waves: Future-Proof Your Business to Survive and Profit from Radical Change**

How reliable is our intuition? How much should we depend on gut-level instinct rather than rational analysis when we play the stock market, choose a mate, hire an employee, or assess our own abilities? In this engaging and accessible book, David G. Myers shows us that while intuition can provide us with useful—and often amazing—insights, it can also dangerously mislead us. Drawing on recent psychological research, Myers discusses the powers and perils of intuition when: judges and jurors determine who is telling the truth; mental health workers predict whether someone is at risk for suicide or crime; coaches, players, and fans decide who has the hot hand or the hot bat; personnel directors hire new employees; psychics claim to be clairvoyant or to have premonitions; and much more.

**Practical Management Science**

**Practical Intuition for Success**

Management intuition has shown successful farmers have quite distinct personal characteristics which most farmers have seldom thought about. Farmers who are less successful tend to have processes and systems which are likely to be biased. The aim of this book is to help all farmers discover more about these personal attributes that impinge on the success of their management, and to show how their attitudes and personal resources can be improved. This book is not a straightforward textbook. Rather, it tells the story of a group of farmers who take part in an expert-guided experiment designed to test approaches to improving management skill. The group meet at each other's farms to learn about their issues and develop solutions to improving what is called their 'management style' with the aim of removing any identified decision system biases. The book covers issues like optimal decision rule systems and how they can become second nature.

**The Options Edge**

Most businesses spend far too much of their time and energy struggling to get new customers or hang on to existing ones—even customers who are ultimately more trouble than they’re worth. Attracting Perfect Customers invites readers to move beyond the notions that “business is war” and winning market share means “beating” the other guy. The authors outline a simple strategic process for making businesses so highly attractive that perfect customers and clients are naturally drawn right to them. Sound too good to be true? Hall and Brogniez have successfully shown clients how to do that for years, and now they share their secrets. They prove that it is no longer productive or profitable to conduct business using the war-like marketing techniques of targeting customers and outmaneuvering the competition. In fact, these techniques seem antiquated and labor-intensive when compared to the Strategic Attraction Planning process, which requires just five minutes each day and enables any business to easily attract customers that are a perfect fit for their organization—the kind of customers it is a pleasure to serve. Attracting Perfect Customers takes you step by step through the entire strategic attraction process. The authors reveal these six success standards of strategic synchronicity and share simple, fun, and easy-to-follow exercises that can be applied to any organization. They walk you through the process of creating your own personalized Strategic Attraction Plan and provide 21 supportive tips for making any company more attractive to its perfect customers. Attracting Perfect Customers will take you to a place where there is an abundance of perfect customers and clients with whom you...
can build strong, satisfying, profitable, and lasting relationships.

**Risk, Uncertainty and Profit**

The practical guide to using pricing and profitability management to build a better business. A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability identifies the six key categories of pricing and profitability management. Shows you how to gain a competitive edge by managing pricing and profitability. Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needs—and this book will show you how.

**True Profit Business**

Essays on the ethics of business and management.

**Intuition**

NEW YORK TIMES BESTSELLER • Learn how to apply the principles of Charles Koch’s revolutionary Market-Based Management® system to generate good profit in your organization, company, and life.” — John Mackey, co-founder and co-CEO, Whole Foods Market The technological innovations, extreme politics, civil unrest, cyber attacks, demographic shifts, and global pandemic that have affected all businesses since this book was published have only confirmed Charles Koch’s belief that “the only reason a business should exist (and the only way it can legitimately survive long-term) is to create value in a responsible way.” Hence, the principles in Good Profit are more important today than ever before. What exactly does Koch Industries, Inc., do and why is it so remarkably profitable? Koch’s name may not be on your home’s plywood, vehicle’s grille, smartphone’s connectors, or baby’s ultra-absorbent diapers but it makes them all. And Koch’s Market-Based Management® (MBM) system is what drives these innovations and many more. The core objective of MBM is to generate good profit. Good profit results from products and services that customers vote for freely with their dollars. It results from a bottom-up culture where employees are empowered to act entrepreneurially to discover customers’ preferences and the best ways to improve their lives. Drawing on six decades of interdisciplinary studies, experimental discovery, and practical implementation across Koch businesses worldwide, Charles Koch walks the reader through the five dimensions of MBM to show how to apply its framework in any business, industry, or organization of any size. Readers will learn how to: Craft a vision for how to thrive in spite of increasingly rapid disruption and ever-changing consumer values. Select and retain a workforce possessing both virtue and talent. Create an environment of knowledge sharing that prizes respectful challenges from everyone at every level. Award employees with ownership and decision rights based on their comparative advantages and proven contributions, not job title. Motivate all employees to maximize their contributions by structuring incentives so compensation is limited only by the value they create. A must-read for any leader, entrepreneur, or student, as well as anyone who wants a more civil, fair, and prosperous society, Good Profit is one of the greatest management books of all time.