



# 2000 the Professional's Guide to Value Pricing

*Ronald J. Baker*

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# 2000 the Professional's Guide to Value Pricing

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## **2000 the Professional's Guide to Value Pricing** Ronald J. Baker

This guide shows professionals how to price their services for greater profit. It provides the information needed to evaluate the economics and ethics of alternative billing methods. Professionals are provided with the information they need to analyze the variety of billing methods and select amongst them with respect to their individual practices and clients. The book contains detailed information on: value pricing consulting; revenue management through value pricing; electronic commerce pricing; and the relationship between total quality service and value pricing; as well as fully demonstrating the shift from hourly billing to value pricing.

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