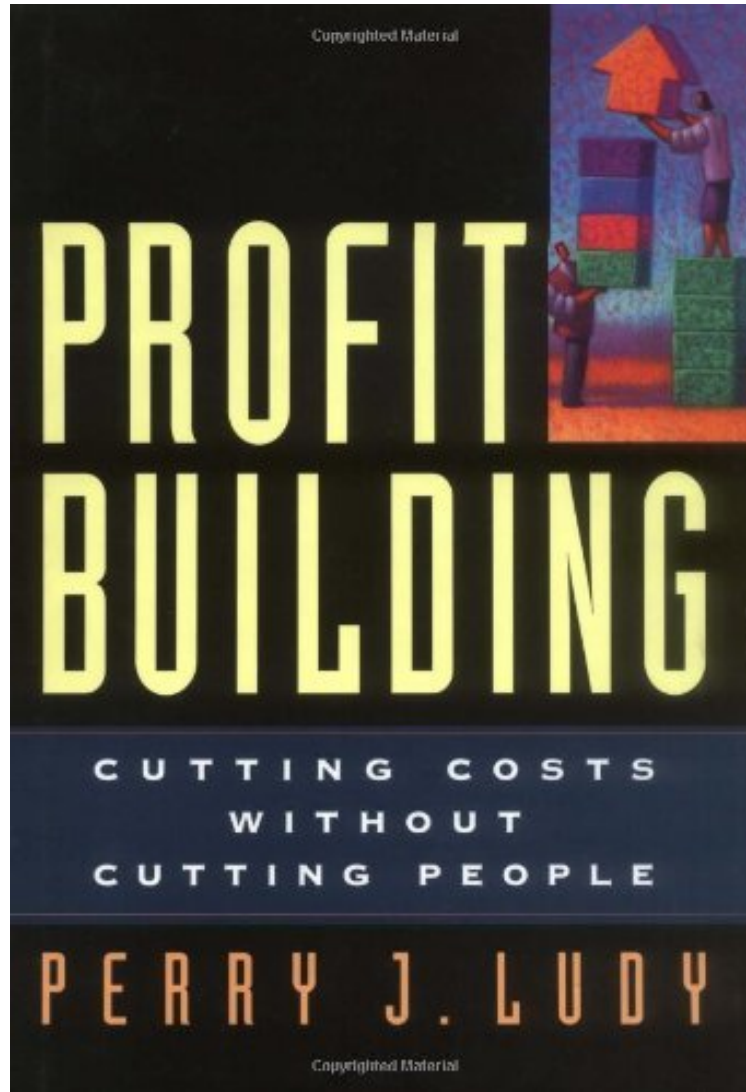


(Free) Profit Building: Cutting Costs Without Cutting People

Profit Building: Cutting Costs Without Cutting People

Perry J Ludy

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Perry J Ludy : Profit Building: Cutting Costs Without Cutting People before purchasing it in order to gage whether or not it would be worth my time, and all praised Profit Building: Cutting Costs Without Cutting People:

0 of 0 people found the following review helpful. Harness The Power of People to Improve ProfitBy J. Richard UhligPerry Ludy's book starts with the remarkably simple premise that most executives have forgotten: your employees are the key to top line growth and bottom line improvement. They have the knowledge, they want to help, and most of them will jump at the chance to contribute to the organization's success in a meaningful way. If you allow employees to use their brains, their hearts and hands will follow. Now there is a way to harness this untapped resource to improve your profitability and turn on your employees.Profit Building provides the road map for management to harness the power of people. It outlines a process that can produce improvements at all levels of the corporation, and

results can start to be realized in a matter of weeks or months, not years. Mr. Ludy developed his PBP (Profit Building Process) during his business career, and he provides numerous examples of how he used it successfully at both large and small corporations. The steps are outlined in such a way that your managers will want to keep the book with them at all times as a desk reference. This is a "must read" for management at all levels.

1 of 1 people found the following review helpful. No more brainstorming please!
By J. Carnevali
The truth is that the title of the book is attractive, especially in these times of crisis. But I think it focuses too much on the process of generating ideas to reduce costs by using the technique of brainstorming. Basically the whole model is that people generate ideas for reducing costs and the author presents some, but do not present a real and profound solution to the problem. I think the author is naive to think that only by bringing people together, training them and making them to generate ideas, we will achieve impressive results and high added value to the company. The model needs to be more structured and not so much process oriented. Believe me. If you use this model, may be people will be happy to be part of a team, participate in this meetings (working lunches would be better) but no great impact will be created in making costs go down.

0 of 0 people found the following review helpful. Impactful
By Eric Fairman
Mr. Ludy's work was a great balance between theory and real-world application. His blueprint was very helpful and I plan to use it as a tool in my professional and personal life.

Profits and people are often seen as competing needs in business, but in Perry J. Ludy's view, cultivating a loyal, productive workforce is crucial to business success. In *Profit Building*, Ludy -- who has worked for top companies in every major field from manufacturing to retail -- outlines a new approach called PBP (Profit Building Process), specific techniques for improving profitability by stimulating creative thinking and motivating teams to work together more effectively. This program gives business leaders a daring yet accessible approach to increasing earnings without the shortsighted solution of layoffs. Using step-by-step examples, Ludy shows how to encourage employee participation in an atmosphere where creative problem solving flourishes. This entails the systematic application of four interdependent concepts: teams, innovation management, brainstorming, and action step planning.

From the Publisher "Profit Building is a clear, easy-to-read book on how any organization can achieve profit improvement. Ludy has included real-world examples, coupled with his many years of management experience, to illustrate how using a systematic approach, a company can find innovative solutions and ideas to reduce costs."

Lionel L. Nowell, III, Senior Vice President and Controller, PepsiCo, Inc. "Applying these concepts can dramatically impact organizational change and profitability. Ludy has synthesized his key business principles into a boilerplate process that can be applied to any business. The system is laid out in a concise step-by-step fashion designed to walk you through the procedures."

Brion G. Grube, Senior Vice President of Operations, Wendys Restaurants of Canada, Inc. "Profit Building is clear and concise from the first page to the end of the final appendix. . . . A timely aid for managers, at any level, who are interested in successful organizational innovation."

Hala Moddelmog, President, Church's Chicken
About the Author
Perry J. Ludy is a senior executive with more than twenty-five years of experience with leading corporations and entrepreneurial companies. His consulting firm, LUDYCO International, specializes in helping domestic and international organizations develop creative approaches to building profits and managing innovation. He also conducts seminars, delivers corporate training, and consults on mergers and acquisitions.