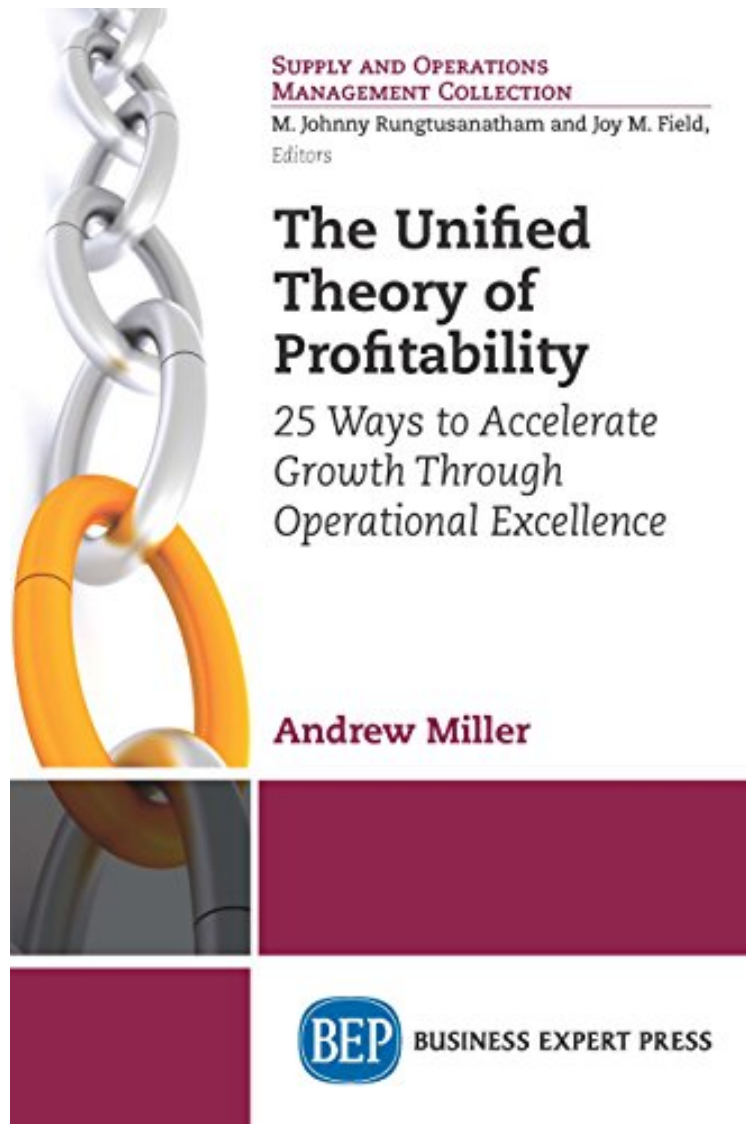


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The Unified Theory of Profitability: 25 Ways to Accelerate Growth Through Operational Excellence

Andrew Miller

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When we discuss accelerating top line growth and maximizing profitability, we often consider hiring more people, cutting expenses, or raising prices. What we should be doing is looking at different ways to effectively utilize what we already have. Rather than hiring new people, we need to improve the performance of our current employees. As an alternative to cutting costs, we need better invest the money we already spend. Instead of raising prices, identify ideal customers to market and sell to. This book will discuss strategies on how to do all of these things and more. The author provides 25 ways to accelerate revenue growth and increase profitability immediately, without making any new financial investments. That is the Unified Theory of Profitability. It means looking at the organization and finding ways to better leverage what already exists and focusing on the activities or changes that will provide optimal results. Readers will become experts on executing on these strategies. It can be done! Find the solutions that work, commit to implementing them and results will flourish.