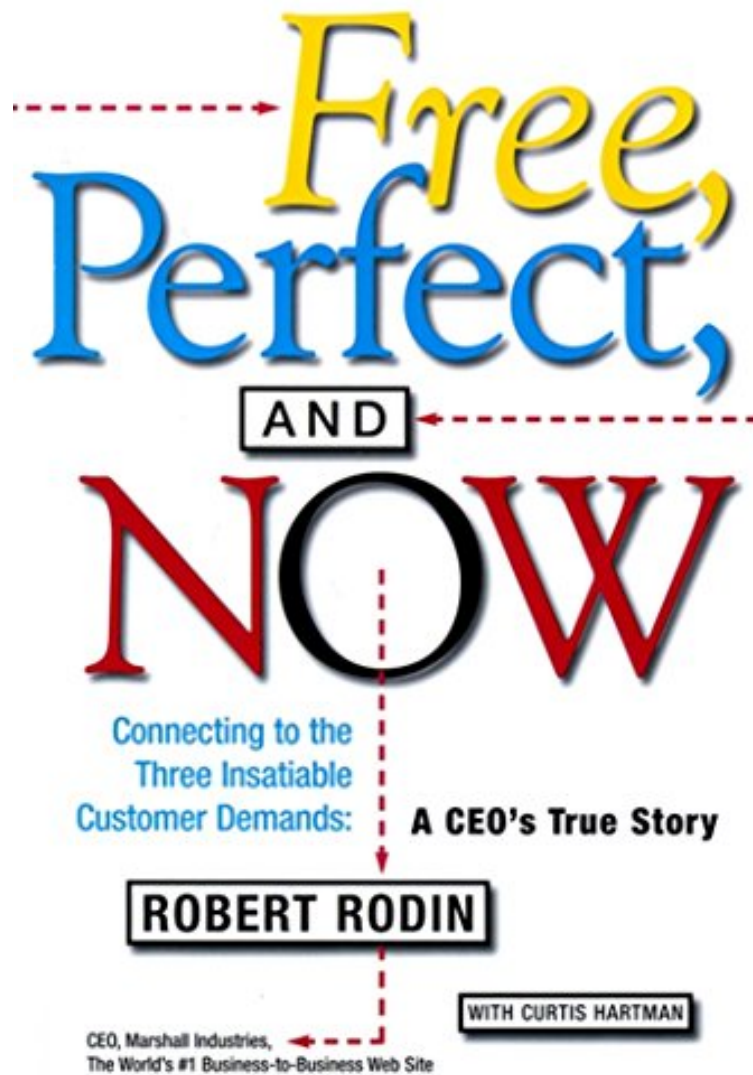


[Free and download] Free, Perfect, and Now: Connecting to the Three Insatiable Customer Demands: A CEO's True Story

Free, Perfect, and Now: Connecting to the Three Insatiable Customer Demands: A CEO's True Story

Robert Rodin

ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



+

READ ONLINE

#1388771 in eBooks 1999-08-06 1999-08-06 File Name: B000FC0OU4 | File size: 25.Mb

Robert Rodin : Free, Perfect, and Now: Connecting to the Three Insatiable Customer Demands: A CEO's True Story before purchasing it in order to gage whether or not it would be worth my time, and all praised Free, Perfect, and Now: Connecting to the Three Insatiable Customer Demands: A CEO's True Story:

7 of 7 people found the following review helpful. An excellent case study for companies that need big changeBy D. B. MerrifieldAnyone struggling with how to adapt to too much cumulative change within their industry will benefit from

reading this book for several good reasons. If for starters you believe, as I do, that the internet will have revolutionary effects on all traditional industry and education models, then this book offers an unusually open and thorough explanation of how Marshall Industries created and has continuously improved a great B2B web site capability. Marshall is easily the best within all distribution channels, and Advertising Age has rated Marshall's web site as the #1 B2B capability for all industries. But, the internet case study is actually a downstream result of a tough and on-going transformational change process that Marshall has been going through since 1992. Back then, Marshall's business environment was changing faster than their top-down by the numbers and incentive plan culture could handle. So, instead of trying harder in out-dated ways the company decided to try to become a learning organization that would transform itself - an enormously tough and risky under-taking. Because so many other companies are currently in the same learn, die or sell-out situation, they need prescriptive help, and this book has an effective delivery style for the medicine. The book is written in a first person, narrative style, which makes it an enjoyable read, but more importantly Rodin has distilled good management theories down to a basic, comprehensible level grounded in a real story. Readers will, as a result, find particular problems described in ways that will strongly connect to their own similar problems. They will go on to borrow many of Rodin's analogies for getting the same messages across to their employees. I expect that a lot of managers will buy extra copies of this book for entire management teams to read. A final reason for buying the book with eyes open are all of the other reviews posted here at .com - both the positive AND the negative! The positive ones support the good read, good theories, good grounded case example elements, and the bad ones from ex-employees illustrate the pain that learning companies doing transformations have to go through. Just because the top guy(s) have the right vision and work hard to implement it, doesn't mean that all of the managers really believe it or will do it even as they nod in agreement. Russia and China's attempts to go to free market economies are bigger current examples of how lots of people that are personally happy with the old order fight change. One negative comment talks about how Marshall's stock has tanked, but so have all of the other publicly traded semiconductor stocks due to their tough environment. Marshall's 5 year average return on equity has been a little less than Arrow's and little more than Avnet's. The two larger firms have had better franchise lines to ride and have bought much more sales and earnings via acquisitions while Marshall has been forward investing in and expensing their transformational efforts and internet capability. Time will tell how this horse race will finally turn out. In summary, if your company is a top-down firm that plays "beat last year for bonus bucks" starring incremental, financial, tactical changes in the face of too much business environmental change. If you seem to be working harder and harder to get less results. If your customers want lots more value, customization and speed of response, then you need to start reading as many case studies on corporate change as you can find starting with this one. 0 of 0 people found the following review helpful. Another that was never read by the right people By David H. Baum This book will rock your world and encourage you to start enterprises of your own. Good luck finding a copy, however, as I think it might be out of print. 0 of 0 people found the following review helpful. Its the little things By Jim Estill "Everyone is trying to accomplish something big, not realizing life is made up of little things." by Frank Clark This quote is particularly true in the computer distribution business. Our sales volumes are high and our margins are razor thin. There is little margin for waste or error. Distribution is all about the little things. Do them fast, do them right and do them cost effectively many many times. I spend a lot of my time working on my systems. Good systems or process makes for high efficiency. Hence the continual quest for improvement. A good book on distribution is "Free, Perfect and Now" by my acquaintance Rob Rodin who used to run an electronics distributor. He speaks of changing culture within a distribution company and the challenges of it. The title says it all. The customers want it "free, perfect and now" every time. It is our job to deliver that. He knows it is culture that allows a distributor to thrive long term and also knows how easy it is for the culture to change in small ways over time so profitability and even survival are at stake. Good book worth reading if you are in distribution. Now I go focus on the little things and ponder the culture we need for long term success.

In a world where knowledge is king, the Web never sleeps, and competitive challenge increases exponentially, Robert Rodin shows you how to prepare for the three insatiable demands of today's customers: they want their product or service FREE, they want it PERFECT, and they want it NOW. No matter what business you're in, you have to find a way to respond -- or risk losing your customers to competitors who are discovering new ways to sell your product or service cheaper, better, and faster than you've ever imagined. As the dynamic CEO of electronics distributor Marshall Industries who trained with the world famous W. Edwards Deming, Rob Rodin engineered the astounding reinvention of his company, turning a conventionally successful \$500 million business into a \$2 billion competitive powerhouse, a high-speed, high-profit junction box wired to today's imperatives. Rodin isn't a consultant, pretending change is a matter of five steps and a pep talk. He's lived inside its gut-wrenching turmoil. Six years ago Rodin and his colleagues bet their company on a radical experiment, tearing a healthy business down to bedrock. They threw out all the old tools, taking 1,100 managers off MBOs and incentives and abolishing commissions for 600 salespeople. They threw out all the old technology, too, changing every operating system in a single tense night. Then they set out to reinvent themselves, finding new ways to help people and technology work together -- creating a dynamic pioneer for our new electronic era, a company twice named as the #1 business-to-business Web site in the world by Advertising Age

magazine. *Free, Perfect, and Now* tells the dramatic story of that transformation from the inside. Detailing the hard lessons learned in competitive battle, it offers a compelling new perspective on the most pressing issue facing businesspeople today: how to prepare a customer-focused corporation for a future you can't predict. But *Free, Perfect, and Now* is a book of solutions, too, a guide to help every manager turn ideas into concrete results. Each chapter explains, step by step, how to design a different element of a company, from how to anticipate customers' shifting demands to how to make a Web site profitable. And each chapter ends with a Manager's Workbook, containing detailed advice managers can use to make their business more competitive today.

Free, Perfect and Now tells how one CEO nearly quadrupled his company's market value through the power of the Internet and some daring management. Written by Bob Rodin, president of electrical distributor Marshall Industries, Inc., the book is about the struggle to give customers what they want: reduced prices, higher quality, and speedy service. "Who in the world is figuring out how to serve customers at a lower cost? Closer to perfect for your customers' changing values? Faster?" Rodin writes. "We ask ourselves those questions every day at Marshall." Rodin is renowned in the trade for overseeing the creation of an award-winning business-to-business Web site--launched in 1994, far ahead of the competition. A disciple of management guru W. Edwards Deming, Rodin describes his company's astonishing rise over six years. He changed the culture by ridding the company of contests and bonuses and freeing managers from meeting quarterly objectives. One of his most revolutionary moves: abolishing commissions for his 600-strong sales staff. As far as Rodin can determine, Marshall boasts the only major sales team in the U.S. that gets paid strictly by salary and profit-sharing. That means sales pros can move customers to the Internet without worrying about losing commissions. But Rodin cautions that the Internet also means relentless competition. Even as this book was released, Marshall lost a major customer and its stock price was cut in half--Rodin may need to work some magic again. This book is for senior executives, middle managers, and businesspeople open to some radical methods for expansion. --Dan Ring Alan Webber Founding Editor, *Fast Company* magazine Read this book for what it takes to be a fast company. George Gendron Editor, Inc. magazine *Free, Perfect, and Now* is the perfect business book for our times, one of the few authentic accounts I've read about how companies really manage to transform themselves. Warren Bennis author of *On Becoming a Leader* For anyone who wants understand the 'on the ground' narrative of how entrepreneurs work, how innovation leverages intellectual capital, and how ideas -- business ideas -- can improve the quality of life, this is the book for you. About the Author Robert Rodin is the former CEO and president of Marshall Industries. He is presently founder, chairman, and CEO of eConnections, and creator of the world's number-one business-to-business Web site, providing services, management, and infrastructure to create supply chain solutions.