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it offers the ultimate answer on how to escape the enduring "lower cost - lower price" trap, and how to shift towards a sustainable, value creation driven path that leads to business and economic development.'

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Todd spoke at a sales conference for me company, and immediately impressed me with knowledge of value. His approach to leading, and quantifying value first is game changer. I have read pieces of this book, and the content has blown me away so far. I'm looking forward to reading this book in it's entirety.

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Value First then Price is an innovative collection which proposes a quantitative methodology to value pricing, and road-tests this methodology through a wide variety of real-life industrial cases. It provides a state-of-the art and best practice overview of how leading companies quantify and document value to customers.

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Sellers justify their price points through documenting the value of a product, emphasising its superiority against competitors and therefore justifying the premium price. Value First then Price is an innovative collection which proposes a quantitative methodology to value pricing, and road-tests this methodology through a wide variety of real-life industrial cases. It provides a state-of-the art and best practice overview of how leading companies quantify and document value to customers.

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Value First then Price - Taylor & Francis

'Value First then Price is a timely and rare contribution, providing not only invaluable insights, but also a practical methodology of how to perceive, quantify and capture value. From the perspective of emerging and new market economies, it offers the ultimate answer on how to escape the enduring "lower cost - lower price" trap, and how to shift towards a sustainable, value creation driven path that leads to business and economic development.'

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