

Contents

| | |
|---|------|
| Preface | ix |
| Acknowledgments | xiii |
| Introduction | 1 |
| Chapter 1 | |
| The Incredible Payback | 7 |
| Chapter 2 | |
| Ten Common Mistakes | 49 |
| Chapter 3 | |
| How to Build a Fair Advantage and Capture The Incredible Payback | 70 |
| Chapter 4 | |
| Working with Suppliers | 110 |
| Chapter 5 | |
| Developing Incredible Payback People, Organizations, and Systems | 147 |
| Chapter 6 | |
| Metrics for The Incredible Payback | 209 |
| Chapter 7 | |
| Incredible Payback Conclusions | 235 |
| An Epilogue from Dave Nelson | 251 |
| Index | 257 |
| About the Authors | 267 |