

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It

By Jonathan L. S. Byrnes

Download now

Read Online ➔

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes

Top companies around the world turn to MIT's Jonathan Byrnes to figure out where the profit is. Using his systematic process for analyzing profitability, they can quickly determine which parts of the business are worth expanding and which are just a drain on resources. Then, using Byrnes's "profit levers," they can turn unprofitable business into good business and good business into great business.


We now live in the Age of Precision Markets, yet most of the management processes taught in business schools were developed for the prior Age of Mass Markets. Today's savviest managers are exploiting this disconnect. They're rethinking strategy, customer relations, operations, and metrics, and overcoming internal resistance to constructive change. They also reject such harmful myths as:

- * Revenues are good, costs are bad
- * All customers should get the same great service
- * If everyone does his or her job well, the company will prosper

Byrnes reveals an uncomfortable truth: It's possible, even easy, for everyone to meet or exceed their budget targets and for the company still to have an enormous portion of the business unprofitable by any measure. But profit levers can flip everything around. For instance, several leading companies have utilized profit levers to increase their sales by over 35 percent in their highest penetrated customers, while others have reduced their operating costs- and their customers' costs-by over 30 percent. One company described in the book raised its net profits by over 50 percent in a three-year period. The book is a practical, step-by-step guide to achieving these results.

Every business has enormous potential waiting to be unleashed; this book offers bold new strategies to help you find and grow those islands of profit.

 [**Download** Islands of Profit in a Sea of Red Ink: Why 40 Perc ...pdf](#)

 [**Read Online** Islands of Profit in a Sea of Red Ink: Why 40 Pe ...pdf](#)

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It

By Jonathan L. S. Byrnes

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes

Top companies around the world turn to MIT's Jonathan Byrnes to figure out where the profit is. Using his systematic process for analyzing profitability, they can quickly determine which parts of the business are worth expanding and which are just a drain on resources. Then, using Byrnes's "profit levers," they can turn unprofitable business into good business and good business into great business.

We now live in the Age of Precision Markets, yet most of the management processes taught in business schools were developed for the prior Age of Mass Markets. Today's savviest managers are exploiting this disconnect. They're rethinking strategy, customer relations, operations, and metrics, and overcoming internal resistance to constructive change. They also reject such harmful myths as:

- * Revenues are good, costs are bad
- * All customers should get the same great service
- * If everyone does his or her job well, the company will prosper

Byrnes reveals an uncomfortable truth: It's possible, even easy, for everyone to meet or exceed their budget targets and for the company still to have an enormous portion of the business unprofitable by any measure. But profit levers can flip everything around. For instance, several leading companies have utilized profit levers to increase their sales by over 35 percent in their highest penetrated customers, while others have reduced their operating costs- and their customers' costs-by over 30 percent One company described in the book raised its net profits by over 50 percent in a three-year period. The book is a practical, step-by-step guide to achieving these results.


Every business has enormous potential waiting to be unleashed; this book offers bold new strategies to help you find and grow those islands of profit.

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes Bibliography

- Sales Rank: #153972 in Books
- Brand: Brand: Portfolio
- Published on: 2010-10-14
- Released on: 2010-10-14
- Original language: English
- Number of items: 1
- Dimensions: 9.27" h x 1.02" w x 6.22" l, 1.07 pounds

- Binding: Hardcover
- 304 pages

 [**Download** Islands of Profit in a Sea of Red Ink: Why 40 Perc ...pdf](#)

 [**Read Online** Islands of Profit in a Sea of Red Ink: Why 40 Pe ...pdf](#)

Download and Read Free Online Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes

Editorial Review

From Publishers Weekly

The claim made by the author, a Senior Lecturer at MIT, wasn't gleaned from a study; rather, it comes from his own experience as a consultant, and the examples and suggestions in his first book are aimed squarely at managers. Byrnes finds unprofitability almost everywhere--in accounts, order lines, vendors, sales channels, and products--and blames corporations for focusing insufficient resources on the bottom line. Drawing from a monthly column he wrote for a Harvard Business School e-newsletter in the early 2000s, Byrnes offers managers tips on reestablishing a healthy profit, such as creating a profitability database, modeling a customer, creating an action plan, and institutionalizing profit mapping. Thirty-six chapters arranged in four sections (thinking, selling, operating, leading), and dozens of boxed "things to think about" and "lessons for managers" cover profit from the supply chain to the customer. While many of the best-known companies Byrnes references have a whiff of old news about them (Walmart, Dell, GE), case studies of lesser-knowns like Nalco Chemical and SKF Bearings may offer the dedicated reader more to take away. (Oct.)

(c) Copyright PWxyz, LLC. All rights reserved.

Review

"Jonathan's rare combination of academic's insight and practitioner's experience has enabled him to create a series of important business innovations that have really worked."

- Roy Shapiro, Philip Caldwell Professor of Business Administration and former senior associate dean, Harvard Business School

"This is a comprehensive guide to improving your company's profitability. Every manager in your company should read it."

- Vijay Govindarajan, Earl C. Daum 1924 Professor of International Business, Tuck School of Business, and coauthor of "The Other Side of Innovation"

"Jonathan Byrnes delivers great news for managers: There is plenty of profit hidden in your company-if you know where to find it."

- Sean Silverthorne, editor of Harvard Business School "Working Knowledge"

"Jonathan Byrnes has created a systematic process for analyzing profitability. His research offers practical advice that will help organizations unlock their profit potential without costly new initiatives. Companies interested in making more money from their existing operations will benefit from his insights."

- Ron Sargent, CEO, Staples

"Jonathan has provided very important thought leadership that has helped shape my view of business and the development of Accenture's business consulting practice. This book is a must-read and belongs on every manager's desk."

- Bill Copacino, president and CEO, Oco, Inc., and former group chief executive, Accenture's Business Consulting Practice

"Every level of your organization will benefit from Jonathan Byrnes's pragmatic approach to enhancing profitability. From strategic planning to program implementation, this book will outline the path to an improved bottom line."

- Mark Rosenbaum, chief customer officer, Cardinal Health

"Jonathan outlines simple, effective guidelines for identifying and growing profitable business. He clearly describes the need to honestly evaluate the places where

"Jonathan's rare combination of academic's insight and practitioner's experience has enabled him to create a series of important business innovations that have really worked."

- Roy Shapiro, Philip Caldwell Professor of Business Administration and former senior associate dean, Harvard Business School

"This is a comprehensive guide to improving your company's profitability. Every manager in your company should read it."

- Vijay Govindarajan, Earl C. Daum 1924 Professor of International Business, Tuck School of Business, and coauthor of "The Other Side of Innovation"

"Jonathan Byrnes delivers great news for managers: There is plenty of profit hidden in your company-if you know where to find it."

- Sean Silverthorne, editor of Harvard Business School "Working Knowledge"

"Jonathan Byrnes has created a systematic process for analyzing profitability. His research offers practical advice that will help organizations unlock their profit potential without costly new initiatives. Companies interested in making more money from their existing operations will benefit from his insights."

- Ron Sargent, CEO, Staples

"Jonathan has provided very important thought leadership that has helped shape my view of business and the development of Accenture's business consulting practice. This book is a must-read and belongs on every manager's desk."

- Bill Copacino, president and CEO, Oco, Inc., and former group chief executive, Accenture's Business Consulting Practice

"Every level of your organization will benefit from Jonathan Byrnes's pragmatic approach to enhancing profitability. From strategic planning to program implementation, this book will outline the path to an improved bottom line."

- Mark Rosenbaum, chief customer officer, Cardinal Health

"Jonathan outlines simple, effective guidelines for identifying and growing profitable business. He clearly describes the need to honestly evaluate the places where it's just

About the Author

Jonathan L.S. Byrnes is a senior lecturer at MIT and president of Jonathan Byrnes & Co., a consulting company. He has advised over fifty major companies and industry associations. He lives in Lexington, MA.

Users Review

From reader reviews:

Eliseo Watkins:

Book is to be different for every grade. Book for children till adult are different content. As we know that book is very important for all of us. The book *Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It* has been making you to know about other know-how and of course you can take more information. It is very advantages for you. The guide *Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It* is not only giving you more new information but also for being your friend when you sense bored. You can spend your personal spend time to read your publication. Try to make relationship using the book *Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It*. You never feel lose out for everything should you read some books.

Donald Corbett:

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It can be one of your beginner books that are good idea. Most of us recommend that straight away because this

publication has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining but nevertheless delivering the information. The article writer giving his/her effort that will put every word into joy arrangement in writing Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It yet doesn't forget the main point, giving the reader the hottest in addition to based confirm resource data that maybe you can be among it. This great information can easily drawn you into brand new stage of crucial imagining.

Francis Griffin:

This Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It is great publication for you because the content which can be full of information for you who always deal with world and also have to make decision every minute. This specific book reveal it details accurately using great coordinate word or we can say no rambling sentences in it. So if you are read the idea hurriedly you can have whole details in it. Doesn't mean it only provides straight forward sentences but hard core information with beautiful delivering sentences. Having Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It in your hand like having the world in your arm, information in it is not ridiculous 1. We can say that no reserve that offer you world inside ten or fifteen moment right but this publication already do that. So , this is certainly good reading book. Hey Mr. and Mrs. active do you still doubt that?

Kristi Rowden:

As a student exactly feel bored in order to reading. If their teacher questioned them to go to the library or to make summary for some e-book, they are complained. Just little students that has reading's heart and soul or real their hobby. They just do what the professor want, like asked to go to the library. They go to generally there but nothing reading very seriously. Any students feel that looking at is not important, boring and can't see colorful photos on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this period of time, many ways to get whatever we really wish for. Likewise word says, ways to reach Chinese's country. Therefore this Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It can make you truly feel more interested to read.

**Download and Read Online Islands of Profit in a Sea of Red Ink:
Why 40 Percent of Your Business Is Unprofitable and How to Fix It
By Jonathan L. S. Byrnes #RJDxAEYVNPC**

Read Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes for online ebook

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes books to read online.

Online Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes ebook PDF download

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes Doc

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes Mobipocket

Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes EPub

RJDXAEYVNPC: Islands of Profit in a Sea of Red Ink: Why 40 Percent of Your Business Is Unprofitable and How to Fix It By Jonathan L. S. Byrnes