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The Soul of Enterprise: Business in the Knowledge Economy
Friday at 1 PM Pacific
February 06th 2015: Crafting the Value Conversation with Dan Morris

All prices are, ultimately, determined by the subjective value perceptions of the customer. This makes having a conversation with the customer to comprehend and communicate your company's value essential. Skipping this conversation is similar to a contractor attempting to build a customer's dream home without any architectural plans. The better your company comprehends the customer's value drivers, the more likely you will be able to create maximum value, convince the customer they must pay for that value, and capture that value with an effective pricing strategy custom-tailored to the cust

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Featured Guest



Dan Morris, CPA

Daniel D. Morris started his accounting career in 1984 Ernst & Young in San Jose, California. Today, he is a founder of VeraSage Institute, a think tank dedicated to promulgating and teaching Value Pricing, Customer Economics, and Human Capital Development to professionals and businesses around the world. Additionally, Dan is one of the founding partners of the Silicon Valley based CPA firm Morris + D'Angelo. As a frequent speaker at conferences, leadership development events, CPA seminars and conferences, and a consultant to professional service firms on implementing Total Quality Service and Value Pricing, his work takes him around the world. He has been an instructor with the Californi

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