



# **Strategies for Cutting Company Costs: Leading CEOs on Establishing Spending Priorities, Ensuring Quality While Cutting Costs, and Positioning the Company for Recovery (Inside the Minds)**

*Multiple Authors*

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# Strategies for Cutting Company Costs: Leading CEOs on Establishing Spending Priorities, Ensuring Quality While Cutting Costs, and Positioning the Company for Recovery (Inside the Minds)

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Strategies for Cutting Company Costs is an authoritative, insider's perspective on trimming extraneous expenditures and making the most of the corporate budget, particularly in these trying times. Featuring CEOs representing some of the top companies in the nation, this book provides best practices for handling economic challenges. Driven by the desire to help the business run more efficiently—in essence, to do more with less—these authors offer tips for establishing spending priorities, controlling expenses, and identifying how and why to cut costs. This book provides valuable insight for those looking to address upcoming spending goals and challenges, acquire new customers, and focus on where pennies should—and should not—be pinched. Highlighting the importance of saving energy and striving towards corporate sustainability, these authors also demonstrate how going green can help conserve funds as well as the planet's resources. The different niches presented and the breadth of perspectives represented enable readers to get inside some of the leading cost-conscious business minds of today, as these insiders offer up their thoughts around the keys to fashioning a financial plan sound enough to make it through the recession and beyond. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include:

1. Ronald Segal, President and Chief Executive Officer, Spectrum Systems Inc. - "A Game of Margins: Justifying Value instead of Cutting Costs"
2. Susan L. Kelly, President and Chief Executive Officer, K/P Corporation - "Best Practices for Identifying and Executing Cost-Cutting Measures"
3. Andrew L. Simon, Chairman, Board of Directors, Questar Assessment Inc. - "The Impact of Cost-Cutting Strategies and the Changing Face of Branding"
4. Patricia Pliego Stout, President and Owner, The Alamo Travel Group LP - "The Benefits of Being a Lean Machine"
5. Bernie Stevens, President and Chief Executive Officer, PowerNet Global Communications - "Focusing on Real Goals: Strategies for Cutting Costs"
6. Martin Melaver, Chief Executive Officer, Melaver Inc. - "Sustainability Can Lead to Long-Term Improvements in Company Spirit"
7. David L. Cole, Chairman and Chief Executive Officer, The Warranty Group Inc. - "Getting Your Feet under You: Prioritizing and Cost Cutting during Transitional Periods"
8. Michael A. DeCola, President and Chief Executive Officer, Mississippi Lime Company - "Encouraging Growth and Innovation in Tough Economic Times"
9. Mark Daley, Chief Executive Officer, Dean & DeLuca - "Behaving as a Brand Every Day: Shaving Costs without Sacrificing Strategy"
10. Bill Koeblitz, President and Chief Executive Officer, MobilityWorks - "Never Cut Costs in a Downturn"
11. Robert V. Dickinson, President and Chief Executive Officer, California Micro Devices - "Cutting Costs with a Strategic Perspective"
12. Mickey Smith, Chief Executive Officer, Oak Hill Hospital - "Surviving in a Down Economy: Strategies for Success in Health Care"

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