

Outsourcing: A Guide to ... Selecting the Correct Business Unit ... Negotiating the Contract ... Maintaining Control of the Process

Steven M. Bragg



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"As companies in growing numbers look to outsource functions not related to their core competencies, Bragg's work provides an excellent road map. Demonstrating a firm grasp of the topic, he intelligently walks the reader through the maze, analyzing all aspects of the process (including whether the function should or should not be outsourced). This is a must-read for both novices and veterans alike." --Mary S. Schaeffer Editorial Director and Publisher Accounts Payable Now & Tomorrow

"Steve Bragg's Outsourcing gives business decision-makers the insights needed to make the case for or against outsourcing. The first half provides a thorough discussion of all aspects, including evaluating risks and rewards, selecting, contracting, and terminating. The second half provides in-depth analysis of ten different types of outsourcing services, including janitorial, customer service, and accounting. This book provides practical advice that will benefit everyone regardless of the extent of their prior experience." --Dr. Will Yancey, PHD, CPA Independent Consultant

"Once again, Steve Bragg has compiled a comprehensive, well-written book that will yield an excellent return on time invested by readers. This is a must-have guide in outsourcing for any manager, whether newly exposed or an expert. I came away with some great ideas from the book!" --James A. Bologa Executive Vice President and CFO Daticon Inc.

"Use of carefully considered outsourcing can be a critical component of any corporate strategy. In Outsourcing, Steve Bragg has given an excellent overview of why and when outsourcing should be considered, some precautionary thoughts, and specifics of how to successfully implement and manage any outsourced functions. He has created an excellent guide to the use of outsourcing as a means to enhance corporate success in today's challenging business climate."

--Richard V. Souders President and CEO Premier Data Services

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