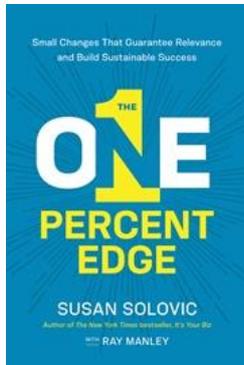


## PM WORLD BOOK REVIEW



Book Title: ***The One Percent Edge: Small Changes That Guarantee Relevance and Build Sustainable Success***

Author: **Susan Solovic**

Publisher: AMACOM

List Price: \$24.95                      Format: Hardcover, 256 pages

Publication Date: February 2018                      ISBN: 9780814438800

Reviewer: **Alice Chiang, PMP**                      Review Date: April 2018

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### Introduction

Competition is fierce and intense day by day. Big companies, start-ups, and competitors from overseas are surrounding us. The author analyzes current business circumstance and explains to readers why companies need to find the one percent edge.

The reason is simple and easy, companies want to survive, even get more successes. Improve anything in your company and take your company to the one percent edge. This book tells us how to examine our company and directions we can go.

### Overview of Book's Structure

This book is composited by the foreword, the introduction, 8 chapters, and the conclusion. The introduction states challenges that companies are facing. It opens a door to chapter one.

In chapter one, the author lists step by step for how companies achieve their one percent edge, and introduces the following 7 chapters focus on the one percentage by different aspects. The following 7 subjects are relevant to each other.

Subject of chapter two to eight is: Leadership Edge, Customer Edge, Product Edge, People Edge, Marketing Edge, Process Edge, and Financial Edge. Each of them begins with questions for companies. These questions are designed for examining your company's current status. After questions, the author organizes directions you can move on. Directions come with real examples and/or numbers from published reports. When numbers have meaning that can assist readers to understand their company's status, the author brings up tools and/or formula with explanation and examples.

After being baptized by chapters, the conclusion reminds readers that the key points and benefits had been addressed in the introduction.

## Highlights

6 steps in the process to achieve the one percent edge is essential procedure. Steps are: ask the tough questions, select and prioritize, create your action plan, execute, measure and review, and repeat. These steps have six sigma and project management concepts. Asking the tough questions can determine requirements. Select and prioritize can define scope. Create your action plan is planning. Execute is processing plans. Measure and review is monitoring. Repeat is practicing and implementing improvements.

Two simple words in the Customer Edge chapter “customer focused” catch my attention. Relationship between companies and customers should continue even after transaction is complete. By caring customers’ thoughts and getting to know them, companies can retain customers. Satisfied customers would share their joyful experience in their network. Companies gain new customers from free marketing people.

An example impresses me. It is what IBM was doing and is doing: “IBM was a technology company yesterday. IBM is a service-technology company today”. This example tells me that selling products is not good enough; companies must sell product *and service* for surviving in competitions.

## Highlights: What I liked!

My favorite part is the Leadership Edge chapter. The author’s advice matches my experience and my beliefs. The author says, “You must foster an environment where your team members feel safe to push the envelope”. This sentence represents respectful appreciation to team members. I have seen and heard regretful experience from some company owners. They admit their company’s failure is resulting from staff not speaking real opinions. Staffs fear for company owners’ emotions. Company executives make mistakes from knowing fewer facts.

Another favorite is, “know what you are selling” in the Marketing Edge chapter. Apparently, some companies are selling physical products; in fact, they are also selling emotions. I start to pay more attention to products in market and think: besides product’s functionalities, what emotions do they sell? I also ask myself: what emotions do I sell and should I sell to meet target customers?

## Who might benefit from the Book?

Company owners, board members, executives, team leaders, entrepreneurs, product managers, marketing professionals, and customer services need to read this book. When your goal is to make your company to be everyday better, you must look for anything that can be improved in you and your company.

## Conclusion

This book is not only explaining thoughts, but also listing directions, methods, and tools in each chapter. The author summarizes her experience and knowledge to 7 edges. Contents in the 7 edges is the essence. Examples take readers to review the past, questions take readers to examine the current, and directions take readers to plan the future. If you are looking for a direction for your company, answers can be found in this book.

For more about this book, go to:

<http://www.amacombooks.org/book.cfm?isbn=9780814438800>

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

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## About the Reviewer



### **Alice Chiang, PMP**

Taiwan and Texas, USA



**Alice Chiang** is a life-long student of project management. She has an M.B.A. and a Bachelor's degree in Information Management and holds the PMP (Project Management Professional) and PSM I (Professional Scrum Master) certifications. Currently having 8 years of managing projects in software service for business operations, data management, and project management consulting, she enjoys working with teams to deliver satisfied software products to customers. Alice can be contacted at [alice.chiang@transho.com](mailto:alice.chiang@transho.com)