

E-CHAPTER

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RIC MERRIFIELD

A BUSINESS
MANIFESTO FOR CUTTING
COSTS AND BOOSTING
INNOVATION

!@

!@

what do you need to do today?

(Index—Rethink)

Index

Ric Merrifield

Ric Merrifield spent nearly 15 years in various consulting roles helping organizations define and achieve their goals. Since joining Microsoft, Merrifield has spent more than 10,000 hours as a business architect and has filed twelve patent applications all with the goal of helping companies rethink their operating models and get out of the “how” trap described in the pages of this book.

Merrifield recently coauthored “The Next Revolution in Productivity,” a June 2008 *Harvard Business Review* article focused on case studies that highlight needs of the organization and the opportunity to rethink business operating models before making major technology changes. Merrifield is an alumnus of Lakeside School in Seattle and Georgetown University in Washington, D.C.

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