

**THE
ORGANIZATION OF
MODERN BUSINESS**

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The organization of modern business by William R. Basset

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BY

WILLIAM R. BASSET

Author of "When the Workmen Help You Manage,"
"Accounting as an Aid to Business Profits," etc.



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FOREWORD

A DEFINITE trend in business methods has developed during the past few years. To succeed permanently, an enterprise must move in harmony with this trend; to resist it is to insure ultimate failure.

The communist's dream of production for use can never succeed until human nature is remade. Profit is the only spur to production. But the concern which looks first to profits is a beach-comber existing only from day to day. When, temporarily, as in a depression, the opportunities fail, such a business also fails.

The permanently successful business must first serve the customer, the workman and the community. Under reasonably good management the profits will surely follow and will be a direct measure of the value of the service rendered. This service does not consist of willingness to admit that "the customer is always right," nor promptly to send out a man to repair a product that should have been better made in the first place. It consists of making a product best fitted to its use, at a price to attract purchasers, at the same time enabling

Foreword

proper wages to be paid to the workmen and to leave a sufficient profit for capital.

To do this requires a degree of standardization, and production in large quantities. Therefore, the plant must be a tool carefully designed to produce that product and, as a rule, nothing else. Having decided what product to make, that product must be made as well and as cheaply as possible and then sold. There will be no room for the concern which is ready to sell whatever the whim of the purchaser dictates, and then make it.

The author of this book looks at business with the cold eye of the industrial engineer whose sole test is continuous profits. His experience has been gained in consultation with more than a thousand clients.

He does not favor any panacea, but he does lay down in detail eleven rules for managing a business which his experience has shown are essential to permanency and profit.

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