



Breakthrough Business Results With MVT: A Fast, Cost-Free, "Secret Weapon" for Boosting Sales, Cutting Expenses, and Improving Any Business Process

Charles W. Holland

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The first and only guide to using MVT as a breakthrough management tool

MVT(TM) (Multivariable Testing) has been heralded as a breakthrough business tool in major publications such as Forbes, the Wall Street Journal, The Economist, and Business-Week. Although MVT could become one of the most widely used management tools and has been applied by leading companies in every industry to create billions of dollars of value-no book on it has been published, until now.

In Breakthrough Business Results with MVT, MVT creator and guru Charles Holland shows managers how multivariable testing-an advanced mathematical method that allows simultaneous testing of up to 40 variables-can dramatically improve efficiency and profits in any organization. MVT reveals to managers precisely which factors have a positive impact on any important business decision or process, which have a negative impact, and which have no impact at all. Very often the results are radically counterintuitive. MVT identifies quickly the best ways for a company to make major improvements, such as boosting sales, reducing waste, increasing production, enhancing advertising strategies, or optimizing service levels. Faster and cheaper than other quality improvement methodologies such as Six Sigma, MVT is a natural tool for any organization that wants to reduce the amount of guesswork and politics when making crucial business decisions. In Breakthrough Business Results with MVT, Holland reveals the dramatic benefits that have made true believers of top executives in such companies as Lowe's, Ameritech, Williams-Sonoma, DuPont, Pacific Bell, and Boise, among others.

Charles Holland, PhD (Knoxville, TN), is principal and founder of QualPro, Inc., the leading MVT consultancy in the world. QualPro's work has been celebrated in most major business publications, and they have consulted to senior executives at many Fortune 500 companies. QualPro regularly conducts seminars on MVT, and their work has been widely publicized. *MVT is a trademark of QualPro, Inc.

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