

Generating an Economic Value Proposition

Bibliography of Published Resources

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Author: Dr. Scott M. Shemwell
The Rapid Response Institute

These resources are available to the public unless otherwise noted. They focus on the need for those positing value proposition positions (sales representatives and internal CAPEX champions) to decision makers. This listing includes the process as well as the Economic Value Proposition Matrix® model (EVPM) tool.

The earliest documented publications herein date to 1996; however, the work on this subject matter began at least circa 1990--30 or more years.

Many are available online at The Rapid Response Institute <https://therrinstitute.com>

Critical Mass Blog

Want-Like-Need	October 24, 2019
It's the Economics Stupid!	October 18, 2019
Home Improvement Case Study: What's the Value Proposition of Service Providers and Why Does It Matter to My Business?	May 14, 2019
You Have 10 Minutes: Maybe	April 1, 2019
Beat the Market: Can Operational Excellence Increase EPS?	January 30, 2019
Selling Your Economic Value Proposition to the C Suite: Translating Technology to the Language of Business	October 18, 2018
Love to Have the Opportunity to Learn About Your Company: I Know I Can Help	June 22, 2018

Governing Energy Blog

Close the Deal?	June 22, 2017
Collaborative Selling	May 24, 2017
Digitization Value Proposition	April 27, 2017
Determining Value	March 21, 2016
Economics, Economics, Economics	October 7, 2015
Technology Price Point Changes Everything	August 24, 2015
Drilling Moore	March 20, 2015
Towards Zero	February 4, 2015

Projects

Limited sample as all our projects are confidential. Every project RRI undertakes (other than surveys and similar efforts) is assessed using EVPM as part of the process.

[Digital Oilfield: Independent Verification and Validation](#)

[Mitigating Operational Risk Using the Power of Social Media](#)

[Case Study Snapshots](#)

Publications (Available Online at No Charge)

The Digital Oilfield Culture: Transformational Value for the Organizational Ecosystem	2019
Proven Method for Assessing the Value of a Digital Oilfield Investment. Parts One. Two. & Three	2012
The Economic Value of Timely Information and Knowledge; Key to Business Process Integration Across Boundaries in the Oil & Gas Extended Value Chain	1997

Other Publications (Reprints Available from Publisher)

Shemwell, Scott M. (2018, October). How to make the case to the C-Suite: Selling Large Scale Data Management Projects to the C Suite. Foundations: The Journal of the Professional Petroleum Data Management Association. Volume 5 Issue 2. pp. 6-8.

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Presentations

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