The Value Mindset: Returning to the First Principles of Capitalist. Jul 11, 2011. The unique story of a business heretic and his concept of Economic Value Added (EVA) In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results. In Against the Grain, Joel Stern shares for the first time, not only the story of how EVA (Economic Value Added) is calculated, but also how it can be used to improve business results.