

The Consulting Firm Of The Future Eden Mccallum

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this book provides a career framework to help consultants build grow and transform their consulting businesses by becoming brilliant at the basics this companion book to the odyssey consulting institute's suite of learning materials presents a system for consultants who want to work at the highest levels and achieve greater rewards the book outlines a proven career strategy for consultants and addresses key business issues including strategic thinking and planning sales effectiveness communications marketing financials and metrics

inhaltssangabe abstract the determination to expand abroad especially in the form of foreign direct investment involves very important and complex decisions that have to be based on a detailed analysis and understanding of opportunities as well as threats the main goal of this thesis is to provide a framework for this decision making in the context of the formulation of long term competitive strategy the thesis is divided into two main parts the first theoretical one should outline the approaches to strategic management in consulting companies with special focus on international expansion it attempts to provide sound background to strategic management in order to answer the following which principles can be used to manage a consulting company successfully how should fdi decisions be involved in the strategic management furthermore a broader theoretical framework for analysing market opportunities will be introduced which can be applied to any other market a company might decide to enter an answer to the following question should be found in the text what analytical proceedings should be carried out before final decision to invest in a country is made the second analytical part will be based largely on the tools described in the first part the goal is to provide detailed description of the business environment in the czech republic in order to give a qualified answer to the following question is czech republic a strategic opportunity for an it consulting firm it has been realised by many firms that the cee market might have an attractive potential and therefore should be paid at least a minimal attention nevertheless i do not want to overestimate its importance and on the following pages i will try to make a critical assessment whether the czech republic should be regarded as a potential opportunity or not last but not least the provided theoretical frameworks and analysis of the czech it market can be regarded either as a form of present or future knowledge i.e. something a company should have in order to sustain or develop its present market position short explanations to the limitations set in this thesis i will not attempt to develop any empirical models my main interest will lie in model building at a verbal or a conceptual level that an it consulting company may use to analyse the opportunities of

international expansion in the theoretical part only an overview of reasons to expand abroad is

the consulting industry has been on a roller coaster ride since the heady days of the 1990s after a recession triggered by the dotcom crash it's now growing rapidly again but in a market that has changed beyond all recognition fees are down buying is centralized and many clients are ex consultants who know all the tricks of the trade it's a hostile environment in which great personal qualities are no longer enough consultants need trusted firms behind them helping them deliver results this unique journey through the new consulting terrain looks at how leading consulting firms worldwide create a platform for success what values they need who they recruit and what recruitment processes work best how they keep their finger on the pulse of the market how they match the right people to particular jobs this book is essential for both client and consultant to understand the pitfalls to avoid and the conditions necessary for success in today's complex multi faceted project environment peter hill chief executive management consultancies association the trusted firm presents a compelling blueprint for the consulting firm of the future from concepts to tactics this book shows firm leaders why and how to rethink their businesses to earn client trust the ultimate market differentiator michael w mclaughlin editor management consulting news and author of guerrilla marketing for consultants fiona astute observer commentator of the management field provides insight and clarity to the chaos of rapid changes in our clients evolving demands and how our firms can most effectively respond to them a must read for understanding data on contemporary client demands a valuable contribution to our field czerniawska explicates the dynamics of the three pronged relationship between the client the consultant and the firm she explains why each aspect of this tri partite relationship is equally significant in the successful engagement elizabeth ann kovacs president ceo association of management consulting firms

this new edition gathers more than 22 experts to outline the theory behind consulting providing insight into change processes and management issues in the field the business of consulting has grown faster than most other businesses due not only to increased demand by clients but also to the innovative capabilities of numerous consulting firms as they develop new services divided into six parts the book introduces readers to the consulting industry addressing the major practice areas contexts and implementations of the field significant updates detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now analyze the market response

to consulting in recent years and provide a more thorough understanding of how consulting is applied in the different areas of a business such as operations marketing and finance introductions written by the editors offer further insight into the themes and learning goals of each section helping readers to recognize the elements of a successful consultation and utilize their new skill set the text concludes with a look at the future of consulting with regards to ethics standards and how strong manager client relationships contribute to financial growth readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities practitioners consultants clients faculty and students of business and management will learn not only how to consult but also gain the skills needed to adapt to and lead organizational change giving them a competitive edge when they enter the field

new topics covered in this edition include e business consulting consulting in knowledge management total quality management corporate governance social role and responsibility of business company transformation and renewal and public administration

this book provides a thorough examination of a variety of specialties within the broad range of management consulting a book of such scope and depth could only be written by a large number of experts each from one of the many specialties related to management consulting together all 27 contributors take the reader through an industry that is currently undergoing significant change while covering all the major practice areas of consulting the book also offers new insights into change processes and addresses compelling management issues now facing consulting firms

to keep your competitive edge in the marketplace you must find practical and inexpensive ways to retain the clients you have develop new clients and increase your bottom line marketing your consulting services is a complete how to guide that will help you develop and implement a dynamic marketing plan that will make your consulting business more visible to clients and more competitive in the marketplace written by elaine biech one of the foremost experts in the field of consulting this practical and easy to use resource includes useful guidance practical ideas special consulting considerations and creative tips marketing your consulting services is filled with the information you need to help you develop a successful marketing plan understand the marketing ins and outs of a small consulting firm find new clients get your clients to refer you to other clients implement inexpensive and

effective marketing tools develop creative marketing ideas retain the clients you have today biech urges you to develop a market all the time attitude and to help you get started she recommends hundreds of ideas that can be easily implemented in addition the book's fast fourteen to do today are suggestions you can put immediately into practice to help jump start your business written to be a hands on resource marketing your consulting services also includes quick tips throughout each chapter for easy reference marketing your consulting services offers you the practical tools and helpful suggestions necessary to market and sell your consulting services it includes everything a consultant needs to know about marketing to be and stay successful

designed as the go to reference for managing a consulting business the business of consulting is candid practical and eminently useful fine tuned to address the changes in today's business environment this vital resource outlines the basics for managing a consulting practice and shows how to develop a business plan market your business charge for your services build a client relationship grow the business ensure your continued professional growth make money in the profession

dangerous company chronicles the successes failures and practices of the biggest and most influential firms in the consulting industry o'shea and madigan chronicle such stories as the one involving the consultant who provided state's evidence and landed his client behind bars the fortune 500 company that was billed over 75 million in consulting fees yet was left on the brink of bankruptcy and the role played by consultants in the rejuvenation of sears

this reference for consulting engineers provides the fundamental principles and skills required to operate their own practice it includes guidelines on networking for client growth getting free publicity bringing in partners extending a practice internationally and generating maximum profit

widely recognized as a key reference work on the practice of consulting this guide offers an extensive introduction to professional consulting its nature methods organizational principles behavioral rules and training and development practices

this is the first book devoted to examining why some issues proposed by aggrieved individuals or groups are denied access to policy agendas the book contains case studies that look at the policy process from the perspective of the strategies opponents often use to ensure agenda denial

strategies usually motivated by perceived threats to widely held world views and identities

monograph on the role of the management consultant in the usa describes the development of the consultant profession and its services recruitment foreign markets activities etc

in this gripping and colorful account of the american dream gone astray lewis pinault provides the essential guidelines on how to get ahead and an enlightening perspective on the brutal infighting that can engulf even the most civilized consulting firm this stunning exposé of some of the most prestigious and respected names in the business leads you into a world where a client s interests are skillfully subordinated to those of the consultants where money rules the day and where principles and morals are unwelcome baggage humorous and insightful this no holds barred account takes you behind the scenes of the dehumanizing indoctrination of an academic intellectual into an exploitative and exploited global transformation contractor featuring new material dealing with the e consulting industry s boom bust and its future consulting demons offers the most complete look at an industry that exacts the highest prices for the most questionable standards of success

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