

## **The Secrets Of Consulting A Guide To Giving And Getting Advice Successfully Gerald M Weinberg**

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often undervalued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete

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the field. How Clients Buy shows you how to level up and start winning the client list of your dreams.

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Competence Can Lead to Burnout

Bestselling author of *Million Dollar Consulting* shares the secrets of writing winning proposals intended for consultants, speakers, and other professional services providers. *Million Dollar Consulting* ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn

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how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy. Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

Don't venture into the consulting field without this essential Fieldbook & Companion! Following on the heels of the best-selling Flawless Consulting, Second Edition comes The Flawless Consulting Fieldbook and Companion. Whether you work as a consultant or you work with consultants, this relentlessly practical guide will be your best friend as you discover how consulting influences your business- and real life- decisions and those of others. The Flawless Consulting Fieldbook and Companion is packed with: Sample scenarios Case studies Client-consultant dialogues Hands-on tools Action plans Implementation checklists "Wow! A companion a business owner can't be without! The insights of 30 consultants the caliber of Peter Block is priceless." --Sue Mosby, principal, CDFM2 Architecture Inc. "This book is a companion piece for both the desktop and bedside of those who do consulting full time or in their role as leader. I plan to keep this book close to me to both guide and inspire my work." --Phil Harkins, president, Linkage, Inc.

A tragic accident, a broken heart, and a marriage drowning in secrets... Mike always walks the

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dog in the evening while Elizabeth relaxes in the bathtub—but one night he doesn't come back. Mike has drowned while saving a teenage girl named Kate, his dog standing on the bank barking frantically as the police pull his body from the water. But despite her husband being lauded as a hero, Elizabeth can't wrap her mind around the fact that Mike is gone—and Kate won't reveal the details of what really happened that night. Elizabeth finds herself facing the unfathomable possibility that she may not have known her husband at all. Does she really want to know the truth? Or will the weight of Mike's secrets pull her under?

In 2000, Chris Cicchinelli was twenty-five and at a crossroads. He had just been forced to leave a promising position at a large retail franchise when his mother, Patty Brisben, called. She wanted her son's help in growing her women-only, in-home party business featuring relationship enhancement products. Cicchinelli had been earning well over \$100,000 annually at his previous job. Patty said she could pay him just \$24,000. Still, he said yes, planning to stay just a few months to get the company—which would soon be rebranded as Pure Romance—on its feet. But after recognizing its potential, he never left. Long hours on the road and a restyled business model initially led to financial struggles, and more questions than answers. But their strategy ultimately paid off in explosive growth that swelled the company's revenues from \$3 million in 2001 to \$350 million today. Its workforce of independent consultants now exceeds 40,000 in the U.S. and abroad, despite the recent challenges posed by the COVID-19 pandemic. In the secret is YOU, author Chris Cicchinelli charts his two-decade journey transforming Pure Romance into the world's largest in-home/virtual party company of its kind, while also sharing his innovative approach for empowering women to become successful entrepreneurs themselves.

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Professionals who work with clients or large accounts can create lifetime relationships based on these well-researched secrets. Based drawing from extensive interviews with client executives, Making Rain offers a series of provocative insights on how to shed the expert-for-hire label and develop long-term advisory relationships. Exploding the popular myth of the "Rainmaker," a dated and dysfunctional figure that clients no longer welcome, Andrew Sobel argues that any professional can learn to "make rain" on an ongoing basis with existing clients by developing a special set of skills, attitudes, and strategies. These innovative tips and techniques from a recognized leader in the field of professional services will enable any consultant, salesperson, or service professional to create enduring client loyalty.

This is the fully updated second edition of the best-selling book that has helped hundreds of MBAs, undergrads and experienced hires get jobs in consulting. It gives candidates an in-depth, insider look at the entire process of recruiting, including how to get the most out of on-campus events, how to network, how to prepare for interviews, and how to succeed in interviews.

Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern,

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multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

The Secrets of Consulting--techniques, strategies, and first-hand experiences--all that you'll need to set up, run, and be successful at your own consulting business.

Business consultants everywhere preach the benefits of innovation—and promise to help businesses reap them. A trendy industry, this type of consulting generates courses, workshops, books, and conferences that all claim to hold the secrets of success. But what promises does the notion of innovation entail? What is it about the ideology and practice of business innovation that has made these firms so successful at selling their services to everyone from small start-ups to Fortune 500 companies? And most important, what does business innovation actually mean for work and our economy today? In *Creativity on Demand*, cultural anthropologist Eitan Wilf seeks to answer these questions by returning to the fundamental and pervasive expectation of continual innovation. Wilf focuses a keen eye on how our obsession with ceaseless innovation stems from the long-standing value of acceleration in capitalist society. Based on ethnographic work with innovation consultants in the United States, he reveals, among other surprises, how routine the culture of innovation actually is. Procedures and strategies are repeated in a formulaic way, and imagination is

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harnessed as a new professional ethos, not always to generate genuinely new thinking, but to produce predictable signs of continual change. A masterful look at the contradictions of our capitalist age, *Creativity on Demand* is a model for the anthropological study of our cultures of work.

A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing.

Are you an internal consultant -- someone who is a permanent employee and staff member, yet serves in a consultative role within your organization? Then you need this hands-on, practical guidebook to help you better understand your role and improve your performance, whether you're a change agent, trusted advisor, or someone who serves in varying capacities. Just like an external consultant, it's important to design your job, develop a formal agreement, and build your practice. *Consulting on the Inside* provides a solid background for internal consultants, and serves as a roadmap for cultivating a successful career.

**CLIENT, CLARIFY, CREATE, CHANGE, CONFIRM, CONTINUE, CLOSE = THE SEVEN SECRETS OF CONSULTANCY** "Most change methods are effective. For the most part, each one is theoretically sound, well-researched, and clearly articulated. But when they're put in organizations, they fail-at least 70 to 80% of the time". George Smart, Managing Partner, Strategic Development Incorporated The definition of a consultant is someone who facilitates organisational change and provides expertise on technical, functional and business topics during development or implementation. In other words a consultant is someone who helps

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others to change. However, change isn't such an easy target to achieve. Research shows that the vast majority of change programmes fail. On a daily basis we hear about projects that are delayed, cancelled, over budget or boycotted by the end user. The problem is that we can never force people to change - remember the backlash against Jamie Oliver's healthy school meals campaign where parents handed junk food to their children through school fences. The key to successful change is to engage with the end user and help them want to change. The Seven Cs of Consulting offers a consistent and collaborative language that helps both consultant and client deliver value through sustainable change. Based around the author's highly successful 7Cs model (Client, Clarify, Create, Change, Confirm, Continue, Close) this approach is simple and accessible but firmly grounded in research and real life experience. The 7Cs approach opens up the complexity of sustainable change to the consultant and client and helps them explore- and then avoid - the real issues that cause change to fail within a more professional and trusting relationship.

The Unbeatable, Updated, Comprehensive Guidebook For First-Time Consultants Getting Started In Consulting More people than ever are making the jump from corporate offices to home offices, taking control of their futures, being their own bosses, and starting their own consultancies. Consulting is a bigger business than ever and growing every day. For almost a decade, Alan Weiss's Getting Started in Consulting has been an indispensable resource for anyone who wants to strike out on his own and start a new consulting business. It provides a rich source of expert advice and practical guidance, and it shows you how you can combine low overhead and a high degree of organization to add up to a six- or even seven-figure income. You'll learn everything you need to know about financing your business, marketing



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your services, writing winning proposals, meeting legal requirements, setting fees, keeping the books, and much more. This new Third Edition of Getting Started in Consulting is more comprehensive, up to date, and practical than ever. In addition to the nuts-and-bolts basics, you'll also get a wealth of new information and resources: How to leverage new technologies to lower your business costs and increase your profits A budget sampler that shows you how best to maximize an initial start-up investment of \$5,000, \$10,000, or \$20,000 Free downloadable tools and forms to help you design and start your business quickly and easily New interviews with consultants who achieved rapid success, including their personal stories and most effective techniques Brand-new references, examples, and appendices If your dream in life is to get out of the office and out on your own, consulting is a great way to make it happen. Make sure you do it right—and do it profitably—with Getting Started in Consulting, Third Edition. By explaining how to sire multicolored horses, produce nuts without shells, and create an egg the size of a human head, Giambattista Della Porta's Natural Magic (1559) conveys a fascination with tricks and illusions that makes it a work difficult for historians of science to take seriously. Yet, according to William Eamon, it is in the "how-to" books written by medieval alchemists, magicians, and artisans that modern science has its roots. These compilations of recipes on everything from parlor tricks through medical remedies to wool-dyeing fascinated medieval intellectuals because they promised access to esoteric "secrets of nature." In closely examining this rich but little-known source of literature, Eamon reveals that printing technology and popular culture had as great, if not stronger, an impact on early modern science as did the traditional academic disciplines.

Consultants work in all fields. They operate from offices and from home, work for

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investment firms and as personal trainers, or have expertise as accountants and wedding planners. The independence, flexibility, and potential income it brings make for an exciting and satisfying career. And it's an increasingly popular one for highly skilled, motivated professionals who've been laid off in this unstable economy. This guide features tips and tricks to help beat the competition, including how to: Set—and keep—personal and financial goals Organize important paperwork Price and market specific services Create advertising and publicity plans Grow a business, from finding a partner to managing employees Minimize and eliminate business risks Consultants are paid well for their advice—if they know how to operate a successful business. With advice from experts in a variety of areas, this valuable guide helps you create the business of your dreams!

A practical approach to business transformation Fit for Growth\* is a unique approach to business transformation that explicitly connects growth strategy with cost management and organization restructuring. Drawing on 70-plus years of strategy consulting experience and in-depth research, the experts at PwC's Strategy& lay out a winning framework that helps CEOs and senior executives transform their organizations for sustainable, profitable growth. This approach gives structure to strategy while promoting lasting change. Examples from Strategy&'s hundreds of clients illustrate successful transformation on the ground, and illuminate how senior and middle managers are able to take ownership and even thrive during difficult periods of

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transition. Throughout the Fit for Growth process, the focus is on maintaining consistent high-value performance while enabling fundamental change. Strategy& has helped major clients around the globe achieve significant and sustained results with its research-backed approach to restructuring and cost reduction. This book provides practical guidance for leveraging that expertise to make the choices that allow companies to: Achieve growth while reducing costs Manage transformation and transition productively Create lasting competitive advantage Deliver reliable, high-value performance Sustainable success is founded on efficiency and high performance. Companies are always looking to do more with less, but their efforts often work against them in the long run. Total business transformation requires total buy-in, and it entails a series of decisions that must not be made lightly. The Fit for Growth approach provides a clear strategy and practical framework for growth-oriented change, with expert guidance on getting it right. \*Fit for Growth is a registered service mark of PwC Strategy& Inc. in the United States

A Wall Street Journal Bestseller "...this guide provides readers with much more than just early careers advice; it can help everyone from interns to CEOs." — a Financial Times top title You've landed a job. Now what? No one tells you how to navigate your first day in a new role. No one tells you how to take ownership, manage expectations, or handle workplace politics. No one tells you how to get promoted. The answers to these professional unknowns lie in the unspoken rules—the certain ways of doing things

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that managers expect but don't explain and that top performers do but don't realize. The problem is, these rules aren't taught in school. Instead, they get passed down over dinner or from mentor to mentee, making for an unlevel playing field, with the insiders getting ahead and the outsiders stumbling along through trial and error. Until now. In this practical guide, Gorick Ng, a first-generation college student and Harvard career adviser, demystifies the unspoken rules of work. Ng distills the wisdom he has gathered from over five hundred interviews with professionals across industries and job types about the biggest mistakes people make at work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies you can apply immediately to your own situation and will help you navigate inevitable questions, such as: How do I manage my time in the face of conflicting priorities? How do I build relationships when I'm working remotely? How do I ask for help without looking incompetent or lazy? The Unspoken Rules is the only book you need to perform your best, stand out from your peers, and set yourself up for a fulfilling career.

The new edition of bestselling real-world guide to consultancy success, from the "Rock Star of Consulting" Alan Weiss The second edition of The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an independent or boutique

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consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of *The Consulting Bible*, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for:

- Building a strong global brand that draws people to you
- Marketing remotely to reduce costs and allow for higher fees
- Mastering the latest implementation techniques
- Forging strong relationships with the buyers of a new generation
- Selecting the consulting methodology that best fits your requirements
- Writing proposals and creating testimonials and references
- Using advanced technology to sell and deliver your services

Written for newcomers and veterans alike, *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice, Second Edition*, is essential reading for every solo consultant, entrepreneur, and principal of a small consulting firm.

A new edition with expanded content is available now, “The Go-Giver, Expanded

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Edition: A Little Story About a Powerful Business Idea” An engaging book that brings new relevance to the old proverb “Give and you shall receive” The Go-Giver tells the story of an ambitious young man named Joe who yearns for success. Joe is a true go-getter, though sometimes he feels as if the harder and faster he works, the further away his goals seem to be. And so one day, desperate to land a key sale at the end of a bad quarter, he seeks advice from the enigmatic Pindar, a legendary consultant referred to by his many devotees simply as the Chairman. Over the next week, Pindar introduces Joe to a series of “go-givers:” a restaurateur, a CEO, a financial adviser, a real estate broker, and the “Connector,” who brought them all together. Pindar’s friends share with Joe the Five Laws of Stratospheric Success and teach him how to open himself up to the power of giving. Joe learns that changing his focus from getting to giving—putting others’ interests first and continually adding value to their lives—ultimately leads to unexpected returns. Imparted with wit and grace, The Go-Giver is a heartwarming and inspiring tale that brings new relevance to the old proverb “Give and you shall receive.” From the Hardcover edition.

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The McKinsey Way will reveal the problem-solving, communication, and management techniques of the world's most respected corporate doctor. Each rule will be coupled with anecdotes and lessons from actual McKinsey consulting projects. The McKinsey

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Way will open the door on this secretive company and let business people around the world learn the lessons that McKinsey teaches its own consultants to make them more effective and efficient. This book will allow people to take McKinsey's secrets and apply them in their own business life. Techniques include how to develop a toolkit of problem-solving techniques that can be used in diverse business situations; how to sell without selling; how to turn enemies into allies, and more. Anybody can take these lessons and use them in their own situations to be more successful, whether you want to be a guru, or just act like one!

"the definitive hands-on guide to building a consulting practice that thrives by putting your client first - from one of the acknowledged masters in the field." Dr Simon Dorris, Managing Partner, Lansdowne Consulting "a really informative description of management consulting. Great for the beginner and experienced consultant alike" Helen Routledge, CEO Totem Learning "A practical guide that, once read, will remain in your desk drawer for regular reference. Richard cuts through the noise and gives you insights that you can actually use." Ibi Thomson, Founder & CEO, Issoria - Change Management Consulting. The secret of being a successful management consultant is to focus on the genuine needs of the client and provide the best service to achieve and sustain results. The Management Consultant is your essential guide for both newcomers and practicing consultants to develop the skills that will help you understand your client's needs, identify gaps in knowledge and deliver real value to all

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parts of your business. Updated to meet the most recent changes in business and technology with the same comprehensive and clear approach, expert practitioner Richard Newton shows you exactly what you need to know, do and deliver to be a great management consultant. Whether you are a consultant, working with consultants or buying a consultancy, this is the only book you will need.

Cheng, a former McKinsey management consultant, reveals his proven, insider's method for acing the case interview.

A must-have for HR Consultants, this is a practical, step-by-step guide with tangible insider tips, knowledge, and the 5 C's methodology. It is designed to guide you in setting up, launching, and running your HR Consultancy business. How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a



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pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Consulting Start-up and Management: A Guide for Evaluators and Applied Researchers addresses the unique issues faced by evaluators and applied researchers who are interested in becoming independent consultants, as well as by those who need to re-tool their professional practice. This text will be used as a supplementary text in courses in evaluation and applied research in which consulting work is addressed, in addition to its use as a professional text by current and would be practitioners.

“Far from growing up in the wealthy, fox-hunting circles she had always suggested, her mother had in fact been raised in a foundling hospital for the children of unwed women.” — Editor’s Choice, The New York Times Book Review “Extraordinary ... fascinating, moving.” —The Telegraph “This emotional and transatlantic journey is a page-turner.” — Editor’s Pick, Amazon Book Review “Book groups will find as much to discuss here as they have with The Glass Castle by Jeannette Walls, and Educated by Tara Westover.” — BookList Recommended by The New York Times, The Saturday Evening Post, Amazon Book Review, The Atlanta Journal Constitution, Publisher’s Weekly, Kirkus and

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more, Justine Cowan's remarkable true story of how she uncovered her mother's upbringing as a foundling at London's Hospital for the Maintenance and Education of Exposed and Deserted Young Children has received acclaim on both sides of the Atlantic. In the U.K., it has been featured in The Mail on Sunday, The Daily Mail, The Daily Mirror and The Spectator. The Telegraph calls it "extraordinary and Glamour magazine chose it as the best new book based on real life. The story begins when Justine found her often volatile mother in an unlit room writing a name over and over again, one that she had never heard before and would not hear again for many years – Dorothy Soames. Thirty years later, overcome with grief following her mother's death, Justine found herself drawn back to the past, uncovering a mystery that stretched back to the early years of World War II and beyond, into the dark corridors of the Hospital for the Maintenance and Education of Exposed and Deserted Young Children. Established in the eighteenth century to raise "bastard" children to clean chamber pots for England's ruling class, the institution was tied to some of history's most influential figures and events. From its role in the development of solitary confinement and human medical experimentation to the creation of the British Museum and the Royal Academy of Arts, its impact on Western culture continues to reverberate. It is the reason we read Dickens' Oliver Twist and

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enjoy Handel's Messiah each Christmas. It was also the environment that shaped a young girl known as Dorothy Soames, who bravely withstood years of physical and emotional abuse at the hands of a sadistic headmistress—a resilient child whose only hope would be a daring escape as German bombers rained death from the skies. Heartbreaking, surprising, and unforgettable, *The Secret Life of Dorothy Soames* is the true story of one woman's quest to understand the secrets that had poisoned her mother's mind, and her startling discovery that her family's fate had been sealed centuries before.

*Consulting For Dummies, 2nd Edition* includes a reorganization and narrower focus of the topic, with new or updated information that delves into the specifics of running your own consulting business. There is greater emphasis on the business of consulting, along with financial and legal issues involved in setting up a consulting business, deepening coverage of consulting proposals, and entirely new chapters on higher-level consulting issues that more-established consultants are demanding.

"If more business books were as useful, concise, and just plain fun to read as *THE MCKINSEY WAY*, the business world would be a better place." --Julie Bick, best-selling author of *ALL I REALLY NEED TO KNOW IN BUSINESS I LEARNED AT MICROSOFT*. "Enlivened by witty anecdotes, *THE MCKINSEY*

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WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus."

McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express, and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In THE MCKINSEY WAY, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business

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world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become a better strategic player in any organization.

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.

A collection of the best thinking from one of the most innovative management consulting firms in the world For more than forty years, The Boston Consulting Group has been shaping strategic thinking in business. The Boston Consulting Group on Strategy

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offers a broad and up-to-date selection of the firm's best ideas on strategy with fresh ideas, insights, and practical lessons for managers, executives, and entrepreneurs in every industry. Here's a sampling of the provocative thinking you'll find inside: "You have to be the scientist of your own life and be astonished four times: at what is, what always has been, what once was, and what could be." "The majority of products in most companies are cash traps . . . [They] are not only worthless, but a perpetual drain on corporate resources." "Use more debt than your competition or get out of the business." "When information flows freely, reputation, more than reciprocity, becomes the basis for trust." "As a strategic weapon, time is the equivalent of money, productivity, quality, even innovation." "When brands become business systems, brand management becomes far too important to leave to the marketing department." "The winning organization of the future will look more like a collection of jazz ensembles than a symphony orchestra." "Most of our organizations today derive from a model whose original purpose was to control creativity." "Rather than being an obstacle, uncertainty is the very engine of transformation in a business, a continuous source of new opportunities." "IP assets lack clear property lines. Every bit of intellectual property you can own comes with connections to other valuable innovations."

Perkins, a former chief economist at a Boston strategic-consulting firm, confesses he was an "economic hit man" for 10 years, helping U.S. intelligence agencies and multinationals cajole and blackmail foreign leaders into serving U.S. foreign policy and

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