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Nota di contenuto	Reinventing Professional Services: Building Your Business in the Digital Marketplace; Contents; Introduction: The Rise of the White Collar Hustler and Your Path to Practical Innovation; Getting Started; What's in This Book; Chapter 1: Finding Your Way in a More Informal, Instant World; Create Opportunity by Becoming a Visible Enthusiastic Expert; Increase Your Visibility and Realize Your Potential; Enthusiasm Is the Hallmark of the Modern Hustler; Expertise Is Easier to Convey Than Ever Before; Chapter 2: Innovators Adapt, and You Should Too; Set Goals for Social Media Begin Cultivating Offline Relationships OnlineEmbrace Transparency Because Everybody Knows Everything Anyway; Grass Roots Medicine; Chapter 3: Recognize the Resiliency Revolution and Join It to Grow Your

Practice; Seize Opportunity Whenever Possible; Flexible Fees Make Cost Conversations More Cheerful; Alignment Is the Answer to Better Client Relationships; Technology Offers Better Communication All Around; Chapter 4: Students Have Everything to Gain from the White Collar Hustle; Busting Myths About Networking; Be Disciplined and Accountable; Share Your Successes and Your Failures  
Be Prolific and Fast Be a Resource, Focus on Others; Follow Up; Chapter 5: Know Your Clients and Patients Because They Expect You To; Accountants and Technology Are a Good Match; Leverage a Variety of Tools to Promote Your Practice; Answer the Question the Client Should Have Asked; Merge Talents Wherever Possible; Chapter 6: Putting Your Practice through a Wind Tunnel Will Blow You Away; Even Small Elements of Inefficiency Can Have a Large Impact on the Bottom Line; Define Your Value Proposition to Focus Your Future; Finding True Worth Is Wiser Than You Realize  
Become a Chameleon to Kick Start Your Initiatives Chapter 7: It's a Small Street, So Befriend Your Neighbors; Know Yourself to Better Understand Others; From SWOT to Sales Is a Path to Prosperity; Change But Don't Change Who You Are; Tie Profits to Success to Build Trust and Motivate; Trust and Respect Now Matter More Than Ever; Chapter 8: Networking Is Dead; Long Live Networking; Go Where Your Audience Goes; Use Tools that Your Audience Uses; Find a Geek to Help You Get LinkedIn; Integrate Your Efforts to Save Time and Sanity; Explore Facebook for Fun and Professional Potential  
How to Decide Whether You Should Blog Spend Time with Your Audience and the Members Will Spend Time with You; Chapter 9: Proactive Professionals Pay Attention to Progress; Sales and Marketing Have Evolved So You Should Too; Medical Records Are Right on the Money; Chapter 10: When You're Allergic to Wool, Wear Cotton or Suffer for Your Entire Career; Passion, Time, and Luck-Plus Relationships; The "Yes" Business; Make Every Client a Secret Shopper; Global Roots in Virtual Spaces; Set Expectations; The Art of the Referral; Chapter 11: Meet Your Clients and Patients Directly  
An Accelerant of Change

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## Sommario/riassunto

"How engaging technology and relationships can help you stand out, attract business and achieve a more dynamic professional life The technological landscape has reshaped the way white collar workers cultivate and promote their businesses. The Transformation of Professional Services is an engaging look at how licensed experts are adapting to today's dynamic economic environment. From Ari Kaplan? a recognized advisor on business and career development? The Transformation of Professional Services: Creating Innovative Practices in a Digital Marketplace offers insights on taking advantage of enterprising techniques to stand out and position one's self as an insightful chameleon rather than as an isolated purveyor of facts and figures. Details the importance of offering resources instead of simply selling Reveals strategies for increasing one's searchability and distinguishing one's self in an economic downturn or recovery Offers advice readers can immediately use to strengthen client relationships Written in a straightforward and accessible style, this book provides engaging guidance for anyone in the professional services field? from business consultants, financial advisers, and lawyers to accountants, real estate brokers, and appraisers"--

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