

1. Record Nr.	UNINA9910455676403321
Autore	Cohen William A. <1937->
Titolo	How to make it big as a consultant [[electronic resource] /] / William A. Cohen
Pubbl/distr/stampa	New York, : AMACOM, c2001
ISBN	0-8144-2608-5
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (368 p.)
Disciplina	001/.023/73
Soggetti	Business consultants Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 267-273) and index.
Nota di contenuto	Preliminaries; CONTENTS; Acknowledgments; Preface; 1 The Business of Consulting; 2 How to Get Clients Direct Marketing Methods; 3 How to Get Clients Indirect Marketing Methods; 4 Marketing Consultant Services to the Public Sector; 5 Making the Initial Interview a Success; 6 How to Write a Proposal; 7 Pricing Your Services; 8 What You Must Know about Consulting Contracts; 9 Planning and Scheduling the Consulting Project; 10 Negotiating with Your Client; 11 How to Solve Your Client's Problems Easily; 12 How to Research a Consulting Project; 13 The Importance of Ethics in Consulting 14 Making Professional Presentations 15 What a Computer Can Do for You in Consulting; 16 What the Internet Can Do for You in Consulting; 17 How to Run Your Consulting Business; Appendix A References Useful to Consultants; Appendix B Sample Consultant's Brochure; Appendix C The Consultant's Questionnaire and Audit; Appendix D An Extensive Consulting Proposal; Appendix E Associations of Consultants; Index
Sommario/riassunto	Over 70,000 copies in print! It's the classic guide to success in the demanding world of consulting.