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Sommario/riassunto	This book explores the psychology behind effective business consulting. We dive into the various factors that shape client behavior and decision-making, and we provide insights into the most effective techniques and strategies for building rapport, establishing trust, and delivering value. Whether you are a seasoned consultant looking to refine your skills, or a new consultant seeking to build a solid foundation, this book is designed to provide you with the tools and knowledge you need to succeed in the dynamic and demanding world of business consulting.