Record Nr. UNINA9910777911403321 Autore Cohen William A. <1937-> Titolo How to make it big as a consultant [[electronic resource] /] / William A. Cohen New York, : American Management Association, c2009 Pubbl/distr/stampa **ISBN** 1-283-68911-1 0-8144-1033-2 Edizione [4th ed.] Descrizione fisica 1 online resource (353 p.) Disciplina 001 001.02373 338 658.46 Soggetti Business consultants Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Description based upon print version of record. Note generali Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Contents: Preface: The World's Foremost Consultant and His Impact on This Book; 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 Easily Solve Your Client's Problems; 12 How to Research; 13 The Importance of Ethics in Consulting 14 Making Professional Presentations15 How the Computer Has Changed Consulting; 16 The Internet and Consulting; 17 How to Run Your Consulting Business; 18 Developing Strategies for Your Client; 19 How to Lead Consulting Teams; 20 Personal Consulting: Counseling and Coaching; Epilogue; Appendix A: References Useful to Consultants; Appendix B: Sample Consultant's Brochure; Appendix C: The Consultant's Questionnaire and Audit; Appendix D: Associations of Consultants: Index

completely revised and updated.

Sommario/riassunto

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