Record Nr. UNINA9910813391103321 Autore Cohen William A. <1937-> Titolo How to make it big as a consultant / / William A. Cohen Pubbl/distr/stampa New York, : American Management Association, c2009 **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 Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. 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

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