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Autore	Czerniawska Fiona
Titolo	The trusted firm [[electronic resource]] : how consulting firms build successful client relationships // Fiona Czerniawska
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Descrizione fisica	1 online resource (261 p.)
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Soggetti	Consulting firms Business consultants
Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	The changing client-consultant relationship -- Promise, promises : excellent relationships from a client perspective -- The invisible firm -- The trouble with the status quo -- The client-consultant-consulting firm relationship -- Personal chemistry and relationship skills -- Recruitment, retention and remuneration -- Brand versus specialization : the race to the top? -- Handling the sales process -- Thought leadership : as much culture as intellect -- Managing consulting projects -- Three types of teamwork -- When is a methodology not a methodology? -- Innovation : beyond the borrowed watch -- The two-way mirror : listening and talking to clients -- Partners and parents -- Values -- Living the values, valuing the lives -- Conclusions.
Sommario/riassunto	The consulting industry has been on a roller-coaster ride since the heady days of the 1990s. After a recession triggered by the dotcom crash, it's now growing rapidly again--but in a market that has changed beyond all recognition. Fees are down, buying is centralized and many clients are ex-consultants who know all the tricks of the trade. It's a hostile environment in which great personal qualities are no longer enough--consultants need trusted firms behind them, helping

them deliver results. This unique journey through the new consulting terrain looks at how leading consulting firms worldwid
