



The Management Consultant: Mastering the Art of Consultancy (Financial Times Series)

By Richard Newton

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“The secret for success in attracting, winning, retaining and growing client business – whether working as an independent or for a firm.”

Mike Lander, CEO, Consulting Strategies Ltd

“Richard knows what clients value and provides clear, practical and experienced guidance on how to become and more importantly, be recognised and selected as the best.”

Mike Lander, CEO, Consulting Strategies Ltd

WHAT DOES IT REALLY TAKE TO BE A SUCCESSFUL MANAGEMENT CONSULTANT?

The secret of being a successful management consultant is to focus on the genuine needs of the client. As a consultant, you must develop the skills that enable you to understand these needs, deliver real value to your clients and help them get the results they want.

The Management Consultant is your ultimate guide to success as an expert professional consultant. It reveals the skills and attributes that make great consultants and shows you how to develop these to provide genuine client centric consulting.

Whether you're already working as a consultant, starting out on your own, or just considering the profession - this book is essential reading. It will also help those who train, employ or work with consultants regularly.

EVERYTHING YOU NEED TO KNOW, DO AND DELIVER TO BE A GREAT MANAGEMENT CONSULTANT

Learn the answers to the critical questions you need ask to be a top management consultant such as:

- How should you identify and define the services you will offer?
- Why do clients buy consultancy and what are they looking for?
- How can you bring maximum value to the client's organisation?
- How do you engage clients and win work?
- How can you deliver results that will be sustainable for your client?
- How do you establish long-term relationships that bring you repeat business with clients?
- When should you say 'no' to a consulting engagement?
- How do you navigate your way through potential ethical dilemmas that face consultants?

DISCOVER THE CLIENT-CENTRIC APPROACH TO SUCCESSFUL CONSULTING

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The Management Consultant: Mastering the Art of Consultancy (Financial Times Series) By Richard Newton Bibliography

- Sales Rank: #587582 in Books
- Published on: 2010-03-28
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x 1.00" w x 6.10" l, 1.25 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

From the Back Cover

“The secret for success in attracting, winning, retaining and growing client business – whether working as an independent or for a firm.”

Mike Lander, CEO, Consulting Strategies Ltd

"An excellent introduction to the issues and challenges facing a sole practitioner consultant. Richard has been there, done it and got the t-shirt."

David Richards, former partner with Ernst & Young Management Consultants

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About the Author

Richard Newton is a skilled executive with broad experience of both line management and consultancy roles, in a range of sectors. He has worked for three major consultancies – Coopers & Lybrand, A.T. Kearney and Ernst and Young. He founded the company Enixus in 2005 to provide consultancy and interim management services in the areas of projects and change. As part of his work, Richard has been employed to consult to consultancies on improved engagement processes.

He has worked in the UK, Germany, Italy, Australia, USA, France, Singapore, Malaysia and Kazakhstan. He has published five books so far, including *The Project Manager*; *Project Management – Step by Step* and *The Project Managers Book of Checklists*

Richard has degrees in mechanical engineering and economics, and is currently studying for a degree in philosophy. He is a member of the Institute of Directors, the Royal Institute of Philosophy, the Association of Project Managers and the Institute of Business Advisors.

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Deborah Oneal:

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