Client at the Core



Marketing and Managing Today's Professional Services Firm

August Aquila - Bruce W. Marcus

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Client at the Core August J. Aguila, Bruce W. Marcus, 2004-07-29 Clients At The Core is an essential blueprint to helping usall take the next steps The authors battle scarred by the evolution of professional firm management and marketing from thento now have captured the changing needs of the firms in this turbulent new economic era. This is a well written book that usesplain language to convey practical well thought out ideas Patrick J McKenna a leading international consultant toprofessional service firms The authors have captured the changing role of professional services marketing and firm management There is valuable insight in this down to earth guide to competing successfully in the newenvironment David Maister author and consultant The book is a masterpiece Aguila and Marcus have produced theessential guide for managing a professional services firm They vemarshaled their considerable real life experiences and far reachingvision into a veritable operating manual for the successfulfirm Rick Telberg Editor at Large American Institute of Certified Public Accountants At its heart this book is the running shoe for legal and accounting professionals who want to put the client first Following the evolution of the industry over the past twenty fiveyears this must have for every professional services firm is thekey to leading in the turbulent and highly competitive watersahead Richard S Levick Esg President Levick StrategicCommunications LLC coauthor Stop the Presses The Litigation PRDesk Reference Client selection and retention is one of the critical successfactors for a professional services firm and Aguila and Marcus doa masterful job at educating us on the necessary ingredients of each The chapters on firm governance and paying for performance are thought provoking and certainly challenging to the conventional wisdom If you want a better understanding of marketing and leading a professional firm in these turbulent times this book is essential Ronald J Baker author Professional's Guide to ValuePricing and The Firm of the Future Client at the Core is a commonsense approach to keeping your professional services firm relevant in the twenty first century sclient driven economy Aquila and Marcus have hit a home run withtheir insightful analysis and poignant prose Jeffrey S Pawlow Managing Shareholder The GrowthPartnership Inc **Compensation as a Strategic Asset** August J. Aguila, Coral L. Rice, 2017-05-15 Everyone wants to work at a successful firm where the rewards are both financial and professional What makes the top firms successful is not merely superior execution though that s a good place to start what makes them stand out is excellence at hiring and keeping the best and having a smart succession plan in place Partner compensation can be an effective tool in achieving these goals Authors Aguila and Rice show how to use recruiting retention goal setting evaluation and pay for performance practices recommended by the top CPA firm management consultants This is the one guide you need tailored specifically for professional practices to implement the leading methods to align compensation with performance and strategic initiatives You get Analysis of leading views on performance management hiring and retention Specific step by step guidance on how to implement compensation systems that align to goal setting and performance measurement Methods for growing the compensation pie to pay for excellent results Compensation as a

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response to consulting in recent years and provide a more thorough understanding of how consulting is applied in the different areas of a business such as operations marketing and finance Introductions written by the editors offer further insight into the themes and learning goals of each section helping readers to recognize the elements of a successful consultation and utilize their new skill set The text concludes with a look at the future of consulting with regards to ethics standards and how strong manager client relationships contribute to financial growth Readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities Practitioners consultants clients faculty and students of business and management will learn not only how to consult but also gain the skills needed to adapt to and lead organizational change giving them a competitive edge when they enter the field **Law Practice** ,2004

Strategic Management of Professional Service Firms Stephan Kaiser, Max Josef Ringlstetter, 2010-11-19 Managing strategies for professional service firms is an important and complex activity. The main issues in this book cover the core management principles for service firms in a comprehensive way Based on current research findings it includes the management of service quality knowledge and marketing as well as people organizational and strategic issues In understanding critical resources managers and partners will be able to effectively develop and exploit them The book contains practical advice and offers a profound insight into the managerial excellence of service companies for Capital Bruce W. Marcus, 2005-03-04 Praise for Competing for Capital An indispensable guide for investor relations and communication counselors alike With more individual investors in the market than ever before this book makes navigating the new regulatory playing field much more possible and makes clear the path to victory Michael W Robinson Director Levick Strategic Communications Former Director of Public Affairs and Policy U S Securities and Exchange Commission SEC Director of Media Relations NASD More than simply writing a textbook on IR Bruce Marcus shares his wealth of experience and critical viewpoint with those seeking to understand a fast changing profession June Filingeri President of Comm Partners LLC Investor Relations Consultant and Educator Bruce Marcus puts some solid ground under the shifting landscape of being an investor relations professional A must read primer for public companies Robert C Roeper Managing Director VIMAC Ventures LLC As the song lyrics go everything old is new again but this time with a vengeance Disclosure has always been the touchstone of securities laws but now more disclosure is required on a real time basis with heightened accountability Competing for Capital is a must read for those in the securities industry providing insights into securities markets the information age and technology and their impact on the job of investor relations professionals Investors come in all shapes and sizes from around the globe and investor relations personnel have their work cut out for them to provide clear comprehensible and comprehensive information accessible to the novice and sophisticate alike Competing for Capital shows them the way Donna L Brooks Esq Partner Shipman Goodwin LLP Competing for Capital puts our recent turbulent financial marketplace in context provides solid information for both new and experienced investor relations practitioners and offers

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