

SHENSON ON CONSULTING

**SUCCESS STRATEGIES
FROM THE
"CONSULTANT'S
CONSULTANT"**

HOWARD L.
SHENSON,
CMC

Shenson On Consulting Success Strategies From The Consultants Consultant

Baker Library



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Shenson on Consulting Howard L. Shenson, 1990-08 Based on Howard Shenson's wide ranging expertise it gives you a real life no holds barred account of what it's really like to go out on your own and fight to survive and succeed in the consulting business Covers every phase of consulting from establishing the business and sales and marketing to proposals and presentations financial issues and client relations Shenson covers the latest trends in the industry as tracked by his well known newsletter Professional Consultant and Seminar Business Report and his many contacts in the business How to Make it Big as a Consultant William A. Cohen, 2001 Over 70 000 copies in print It's the classic guide to success in the demanding world of consulting *Principles and Practices of Professional Consulting* Steven C. Stryker, 2011-01-16 Although consultants influence the outcome of major endeavors in the fields of management finance government and engineering few attempts have been made to establish the tenets and techniques of consulting In *Principles and Practices of Professional Consulting* author Steven C Stryker outlines the basic tools required of this critical skill In doing so he looks into the history of consulting the consulting process itself and the key practical skills and techniques that are needed for successful consulting Case examples based on real life situations aptly demonstrate the applicability of the material to current consulting activities After introducing the topic and presenting some background information this book goes through the process of consulting from meeting and securing clients to planning and implementing a proper strategy to terminating and evaluating assignments It provides techniques and principles at each stage of the process which are sure to improve one's consulting practice This book presents much crucial information that can be immediately used by professionals and students in various disciplines It is both comprehensive covering all the essential aspects of professional consulting by uniting theory and practice into a single resource and accessible presenting this information in a clear cut manner that allows it to be easily used by anyone wishing to learn more about the important art of professional consulting

International Environmental Consulting Practice Peter A. Sam, 1999 A source of information about present and future opportunities in the international environmental consulting market This text analyzes the trends which shape the present market and provides information on how to capitalise on future markets The reader is shown how and where to find environmental consulting opportunities hazardous waste management water purification water pollution control air pollution solutions and municipal solid waste management in global markets It lists contacts at banks donor agencies and government agencies which fund international environmental consulting projects and includes projections on the global environmental consulting market and where the most lucrative opportunities are located **Management Consulting** Milan Kubr, 1996 Widely recognized as a key reference work on the practice of consulting this guide offers an extensive introduction to professional consulting its nature methods organizational principles behavioral rules and training and development practices

Getting Started in Speaking, Training, or Seminar Consulting Robert W. Bly, 2002-03-14 How to make a living speaking

training and running workshops and seminars Expert Bob Bly shares his secrets for earning 1 000 to 5 000 a day or more as a self employed speaker lecturer or trainer Heshows readers step by step everything they need to know to become polished speakers create winning presentations find a market niche set fees get bookings and much more Aspiring speakers will learn about the corporate training market who buys training what the hot topics are how to package and sell training courses and what to charge Bob Bly Dumont NJ is an independent copywriter advertising consultant bestselling author popular lecturer and highly successful trainer

Reader's Guide to the Social Sciences Jonathan Michie, 2014-02-03 This 2 volume work includes approximately 1 200 entries in A Z order critically reviewing the literature on specific topics from abortion to world systems theory In addition nine major entries cover each of the major disciplines political economy management and business human geography politics sociology law psychology organizational behavior and the history and development of the social sciences in a broader sense

How to Succeed as an Independent Consultant Herman Holtz, David Zahn, 2004-03-22 Publisher Description **The Technology Management Handbook** Richard C. Dorf, 1998-07-27 If you are not already in a management position chances are you soon will be According to the Bureau of Statistics the fastest growing areas of employment for engineers are in engineering science management With over 200 contributing authors The Technology Management Handbook informs and assists the more than 1 5 million engineering managers in the practice of technical management Written from the technical manager's perspective and written for technologists who are managers The Technology Management Handbook presents in depth information on the science and practice of management Its comprehensive coverage encompasses the field of technology management offering information on Entrepreneurship Innovations Economics Marketing Product Development Manufacturing Finance Accounting Project Management Human Resources International Business

Harvard Business School Core Collection Baker Library, 1993 **Management Consulting** Stephen J. Porth, Michael Saltis, 1999-04-30 This book is written and designed with two distinct but in many ways related audiences in mind First and foremost it is written for the practicing consultant Research and specialized knowledge of small business consulting are scarce at a time when both the size and economic impact of the small business sector is growing and the demand for consulting services flourishes This book is designed to help consultants understand the needs of small businesses and to succeed in their small business interventions Practical experience based strategies and tools are described for use in the field In addition we have written the book for those who want to learn more about management consulting especially students This book may be used as a resource in management consulting project management and other experiential business courses These types of courses where students manage a project and interact with a live organization client are part of a growth market on college campuses as more business schools respond to the call to make their curricula real and practical

The Consultants' Survival Guide Marsha D. Lewin, 1997-03-28 Practical advice from Marsha D Lewin On success as a consultant Over these decades of consulting the most successful consultants I've known

were self starters whose enthusiasm individualism and drive did not blend with big business norms They saw a problem identified what needed to be done and went on to solve it They didn't wait for committees to pass on the idea and to run it up the corporate ladder for serial approval On surviving in a cyclical economy Plan ahead for the inevitable downturn in the economy That's clearly the way to be in the best position to be able to endure the hard times The down cycle may not be accommodating enough however to hit us after we've put away all the money we had planned on and will need for the future That's why advance planning strategies must be supplemented by strategies to cope with an existing economic peril And once you've made it through the dangerous times you'll want to evaluate your situation to ensure that you adjust your strategies from survival mode to those that enable you to plan ahead until the next threat On strategy Strategies are fundamental mental and emotional underclothes visible only to you and yours Our strategic plan is the mooring the underpinning that we use as our target for the tactics with which we deal in our daily lives On controlling expenses I emphasize reviewing your expenses periodically because situations change and pricing of various options changes as well If you make decisions on a never again basis you might find you are paying way too much for the basic services and you are merely causing yourself to work harder to stay in the same place from The Consultant's Survival Guide When businesses government agencies and other organizations are faced with problems they can't solve on their own they turn to you the management consultant for expertise perspective and rational solutions But what happens when your business is threatened by forces you can't control Who helps you put your problems in perspective analyze your situation and find a remedy Is there a consultant's consultant There is now In her thirty years as a management consultant Marsha D Lewin has seen it all the booms the busts the endless uncertainties She knows that some consultants ride out the tough times with relative ease while others equally talented are quickly overwhelmed In The Consultant's Survival Guide she reveals 14 strategies that will keep your consulting practice going through good times and bad and she offers specific tactics you can use to make sure your strategies succeed You'll learn how to Cut expenses in hard times without undercutting the quality of your services Keep your fees up and your clients smiling Avoid giving away the store when writing a proposal Ensure that your work produces a tangible result for clients Use downtime to build up your business Expand the geographical perimeters of your client base Market your services without spending a dime Develop and maintain a reputation as a competent conscientious reliable consultant Many of the strategies and tactics you'll discover in this book will help boost your profits in any business climate Others are rules to live by that should influence every action of your professional life All are practical steps that you can implement easily to make your practice stronger more profitable and more fit for survival starting today Million Dollar Consulting Alan Weiss, 1992 The acclaimed Million Dollar Consulting gives consultants the tools and advice they need to grow a firm that rakes in at least 1 million per year Alan Weiss the consultant's consultant shows step by step how to raise capital reel in new clients set fees accelerate growth and more This updated and expanded edition will appeal to both Weiss's many

current fans and a whole new generation of readers looking for the best advice available for anyone who wants to build a million dollar consulting speaking career **Homemade Money** Barbara Brabec,1997 This must have survival guide for today s economy shows aspiring and veteran entrepreneurs how to select start manage market and multiply the profits of business at home The latest edition has been expanded and updated to reflect the changing face of home based businesses and features hundreds of new tips sidebars and examples from more than 200 readers and business professionals of charts illustrations *Small Business Sourcebook* ,2010 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms The ASTD Reference Guide to Professional Human Resource Development Roles and Competencies William J. Rothwell, Henry J. Sredl,1992 **Harvard Business School Core Collection 1995** Baker Library,1995 **Small Business Sourcebook** Yolanda A. Johnson, Sonya D. Hill, Julie A. Mitchell,1998 **Kiplinger's Personal Finance** ,1988-07 The most trustworthy source of information available today on savings and investments taxes money management home ownership and many other personal finance topics Kiplinger's Personal Finance ,1987-12 The most trustworthy source of information available today on savings and investments taxes money management home ownership and many other personal finance topics

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