



Great Consulting Challenges: And How to Surmount Them

Alan Weiss

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Great Consulting Challenges: And How to Surmount Them shows how consultants can use the wisdom gleaned from Weiss's own practice and from other seasoned members of the profession to help overcome persistent problems and next-level challenges. Weiss explains that as consultants' careers develop and become more sophisticated and complex, so do the challenges they encounter. For example, the question of price competition occurs at every level of the consulting business, yet the techniques for astutely resolving the issue can be vastly different for the veteran consultant as compared to the novice who is merely trying to establish a new business. In this book, Alan Weiss discusses the great consulting challenges in key areas such as marketing, selling, delivery, and practice management and offers practical advice for overcoming common problems and learning to thrive as a consultant.

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Benjamin Hoffman:

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