



Marketing Your Consulting and Professional Services (3rd Revised edition)

By Dick Connor, Jeff Davidson

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Marketing Your Consulting and Professional Services (3rd Revised edition), Dick Connor, Jeff Davidson, While finding and keeping a core group of clients remains the bread and butter of any consultant's business, doing so is far from simple in a field that's becoming increasingly crowded and competitive. Today, as the result of drastic shifts in the landscape--information technology, virtual organizations, telecommuting--targeting and attracting clients is a greater challenge than ever. To help you meet that challenge head on, Marketing Your Consulting and Professional Services, the bible for consultants and professionals worldwide, has been thoroughly revised and expanded. This brand new Third Edition gives you the tools and the know-how to survive and thrive in today's tough market. Beginning with a comprehensive overview, this updated resource keeps you abreast of current trends and issues. In addition, you'll find complete coverage of Dick Connor's innovative--and highly effective--Client-Centered Marketing (CCM) approach, a practical "deliverables-driven" system for penetrating specific markets. This easy-to-follow, six-part process helps you achieve a myriad of essential marketing objectives: from expanding services for current clients and capitalizing on the potential within your business to generating profitable growth and managing your...



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