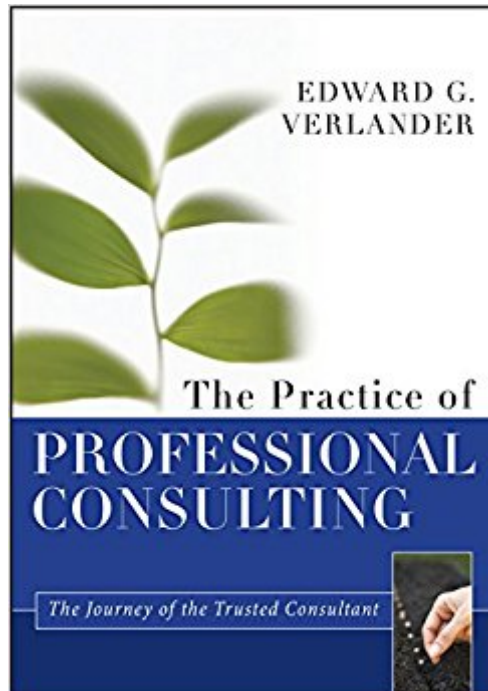




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# **The Practice Of Professional Consulting**



## Synopsis

Despite the size of the consulting industry and its attractiveness to business school graduates, there is a dearth of agreement about what constitutes "professionalism" in consulting. The Practice of Professional Consulting provides the most comprehensive introduction to the field of consulting, including a complete system of guidelines, and all the tools, templates, techniques, case studies, competencies, and assessments to become a professional consultant. Broad enough to be useful to anyone starting any kind of consulting business, yet specific in explaining typical client situations, this guide offers new and aspiring consultants with a perspective of the rules, roles, values, methods, and techniques used across firms in the consulting industry.

## Book Information

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## Customer Reviews

THE AUTHOR Edward Verlander is chairman of Verlander, Wang & Co., LLC, an international management consulting firm that delivers services in strategy, organization change, leadership development, and executive coaching. Clients are world-wide and embrace the Fortune 500, numerous European technology companies and, most recently, the public and private education sectors in China. He also teaches MBA-level business consulting at Long Island University and has taught management at Columbia and Hofstra Universities, as well as in the business schools at Jilin University and Nanjing University in China.

Good general book on the consulting process and practice norms. I'll be using it in my university class.

Used for my consulting class. Came as expected, and quick. Thanks

This is an intriguing read. The Practice of Professional Consulting's core theme is learning what is needed to become a trusted consultant. It provides a simple way to understand the stages, roles and tasks found in consulting. Dr. Edward Verlander's text provides insight, practical advice, explanations and crystal clear examples. It is appropriate for professionals at all levels, from aspiring consultants to the most seasoned experts. I am a better consultant, educator and professional for reading Dr. Edward Verlander's book.

Very good book!

Dr. Verlander wrote a book that is easy to read, easy to understand, and will motivate you to look more closely at a field that is on the rise. This book is more educational than the elusive MickKindsey Mind, while giving you a more broad look into every aspect of consulting. It's a must read for anyone considering the field.

The Practice of Professional Consulting introduces the reader to the consulting industry and keeps them engaged. Reading this book as a reference for a business course and also to gain understand of the consulting world, I gained immense interest in the field. The book educates through different stages of the industry and spans to the skills required to be successful as a consultant. It will give the reader a fresh perspective of the industry. It is a recommended read!

For anyone who is interested in consulting but unsure of the field and what is involved, this book is sure to be the perfect resource for everything and anything related to business consulting. An easy to read, well written and well thought out book that touches each part of the consulting field, while not being wordy, or confusing. A truly professional book full of details and explanations you will not find anywhere else of this industry.

This book is a great resource to have - and not only if you are looking at how to best navigate the field of professional consulting. The tools and methods described in the book help in improving critical thinking skills to solve complex problems, which is something that I've been able to apply in everyday situations at work. It does an excellent job of starting from the ground up in establishing

the basic needs of any business, and how best to tackle a variety of issues one may face in trying to meet or exceed those needs. This book is also easy to read so the concepts explained can be understood rather quickly and from what I've found, are retained much more easily than some other books of its kind.

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