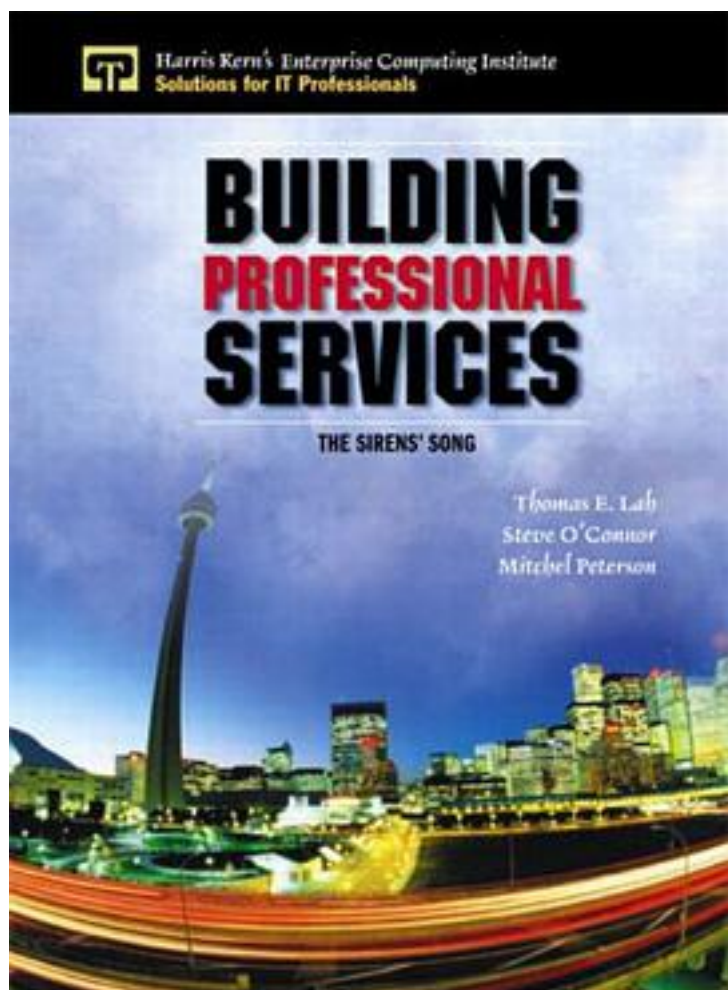


# Building Professional Services



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Product companies worldwide are recognizing that their best growth opportunities lie in professional services -- but building professional services organizations at

companies that have traditionally focused on products can be extremely challenging. Now, two leading experts present a comprehensive guide to creating professional services organizations, managing them to maturity, and delivering both excellent services and excellent profitability. Using real-world examples, Building Professional Services offers a complete, practical framework for creating and managing organizations that provide support, education, managed services, consulting, outsourcing, and other professional services. Coverage includes: chartering, organizing, and establishing metrics for professional services; addressing the unique challenges faced by professional services in traditional product companies; and managing a professional services business at every stage of its lifecycle. Part of the Harris Kern Enterprise Computing Institute Series, the world's foremost source of information on the people, process, and technology issues behind enterprise computing.

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