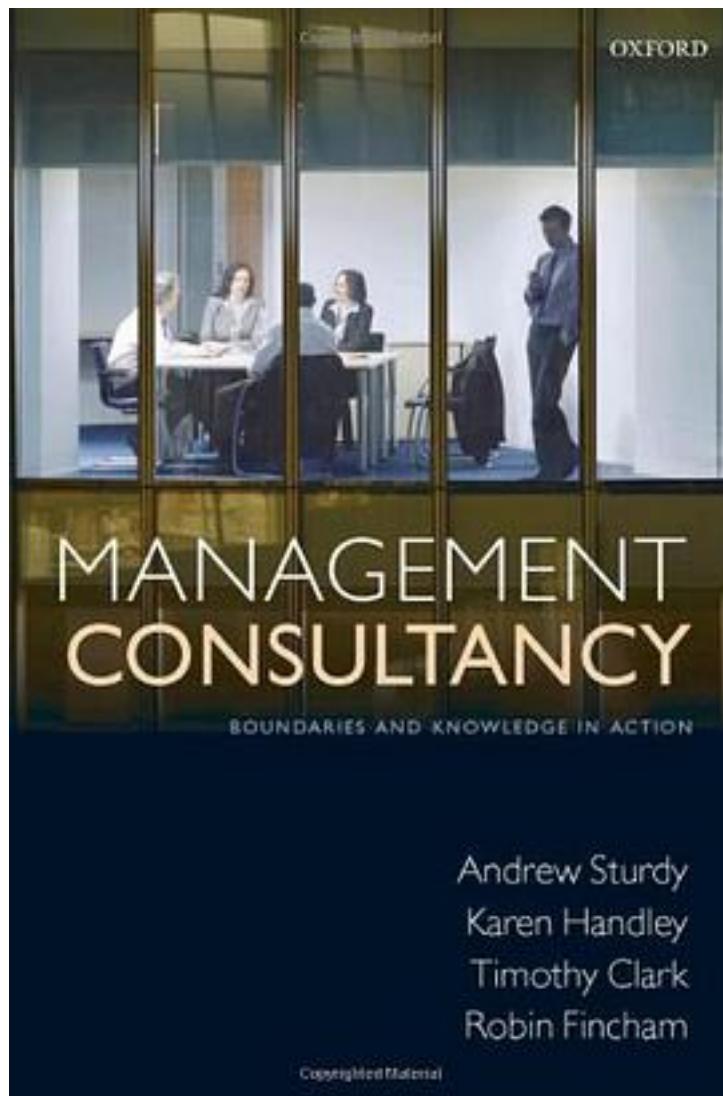


Management Consultancy



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Management Consultancy is the definitive reference guide for all management consultants. It covers all aspects of the management consultant's role and provides: guidelines on best practice, expert contributions, helpful case studies, and a complete overview of the industry. This title explores the principles behind the application of specialized management techniques to the consultancy process. It also seeks to promote an understanding of the dynamics of the client-consultant relationship. Comprehensive in its coverage and full of practical advice, techniques and useful information, it is of equal value to the MBA student, sole practitioner or professional in a large multi-national consultancy. This title is also the recommended reading for students on the MSc in Management Consultancy.

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