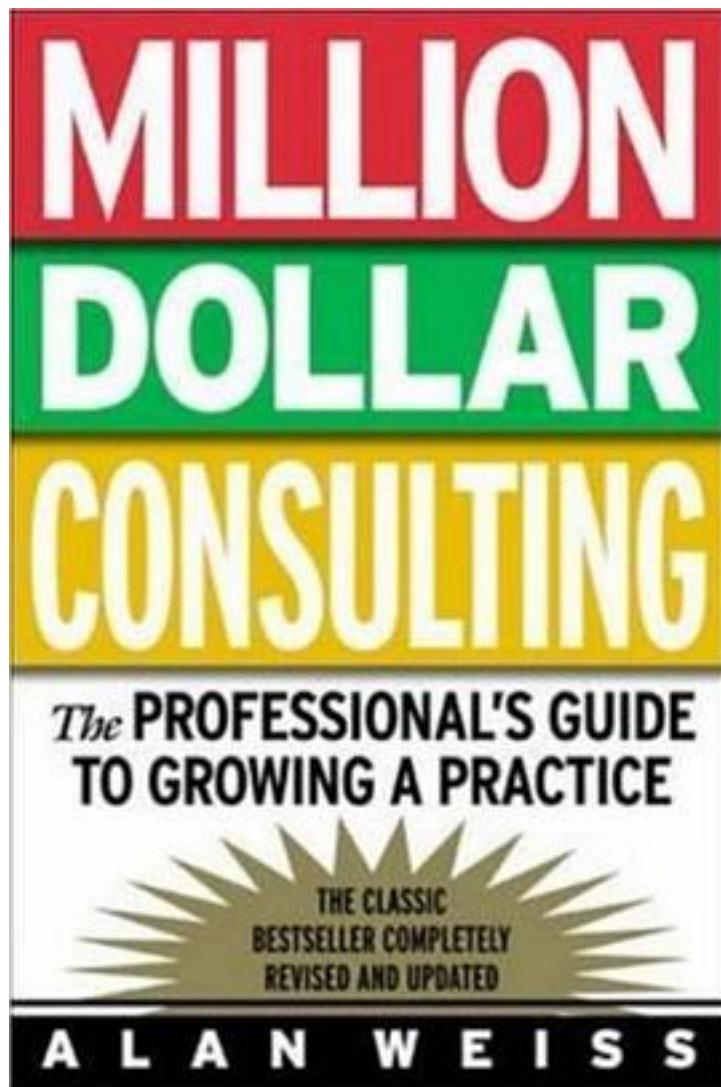


Million Dollar Consulting



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著者:Alan Weiss

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The Long-Awaited Update for Building a Thriving Consultancy

Completely updated for today's busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You'll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a \$1 million-per-year firm, plus brand-new material on:

- * Blogging and social networking
- * Global consulting
- * Delegating labor
- * Profiting in a troubled market
- * Retainer business
- * Internet marketing

作者介绍:

Alan Weiss, Ph.D., is the founder and president of Summit Consulting Group, Inc., a global firm specializing in management and organizational development. Known as "The Rock Star of Consulting," he has written 32 books that have been translated into 9 languages, and is the only nonjournalist in the 60-year history of the American Press Institute to be awarded its Lifetime Achievement Award. He is a member of the Professional Speakers Association Hall of Fame. Alan lives in East Greenwich, RI, with his wife, Maria. Learn more about the author at summitconsulting.com and contrarianconsulting.com

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标签

管理咨询

咨询

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评论

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书评

某天下午，我、一拍卖行朋友、一码农朋友闲嗑牙，纷纷恭维对方处在高富帅行当里，然后又各自羞涩地说其实落在兜里的也没几个子儿，当然，哥几个都这么熟了，到也不是为了哭穷来逃避买单。后来细琢磨一下，我们仨各自这行业，到不是没见过大钱的，可是我们仨本身都是靠手工...

作者其它两本我都看了，整体而言还不错。所以都会入手这本书。本书讲的主要是如何推销咨询，而非如何做咨询。坦承的说，光会“卖”是很难成为百万咨询师的。“掌握正确的咨询方法，有效的方法论及手段”是我真正想从书中看到的。但是非常遗憾，书中可以说只字未提。除了失望...

才云鹏

我算是半个咨询师---曾在中石油的几个油田做过零星的一些咨询项目。每天面对甲方的质疑、傲慢或咄咄逼人的提问，个中辛苦，不足为外人道，但我从来没有动摇过对艾伦·韦斯在本书中提到的观点的认同，“咨询业是少数几个可以从工作中得到不断学习机会的行业，所学习...

This book showed the major aspects of consulting business. Very clear, very useful, very specific and hand-on information. 1 How to find and approach your client? First, it's about marketing, you need to design a logo, a website, a name card and whatever yo...

咨询师是个很令人羨艳的职业，作为一个外行，想通过读此书一窥这个行业。感觉此书文字很浅显，似有宽泛之感，一本大部头读的时间却很短，过程比较沉闷，偶尔能激起灵感，比如无处不在部分谈到商业出版、媒体访谈、公益工作都是很好的扩大知名度的方法；采用最新的视角总是最好...

我从后半本开始看起，这一部分基本上不谈如何给人做咨询师，而是直言如何让自己变成更好，说白了的核心宗旨就是你要通过各方面照顾好自己，有这个自信，你是个人才，你值这个价。
咨询业一向是百姓眼里的贵族行业，动口不动手，收得还老贵。第二大部分有许多扩大业务，营销，...

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