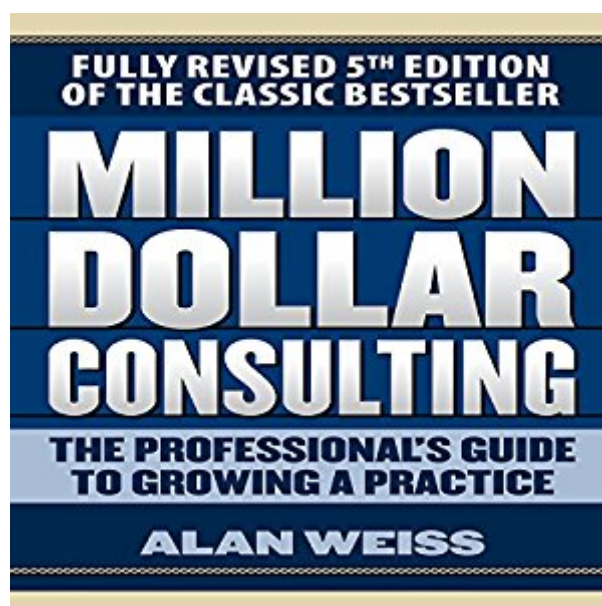


The book was found

Million Dollar Consulting: The Professional's Guide To Growing A Practice, Fifth Edition



Synopsis

Build a thriving consultancy with the updated edition of this classic best seller. Having inspired generations of consultants and entrepreneurs around the world, the "Rock Star of Consulting", Alan Weiss, returns with a revised and completely updated edition of his authoritative guide to consulting success. Weiss provides his time-tested model for creating a flourishing consulting business while incorporating and focusing on the many dynamic changes in solo and boutique consulting, coaching, and entrepreneurship. In addition to guidance on raising capital, attracting clients, and creating a marketing plan, he also gives brand-new step-by-step advice on:

- Harnessing today's global opportunities
- Developing brands across markets
- Creating and licensing intellectual property
- Avoiding the pitfalls of social media
- Landing unsolicited referrals through counterintuitive methods
- Managing and organizing your time wisely
- Succeeding in the face of continuing turbulence

Find out why this book has been the classic go-to for consultants for nearly 25 years, and learn how to grow your business into a \$1 million-per-year firm today!

Book Information

Audible Audio Edition

Listening Length: 6 hours 21 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: McGraw-Hill Education

Audible.com Release Date: June 21, 2016

Language: English

ASIN: B01HBZCM66

Best Sellers Rank: #50 in Books > Business & Money > Small Business & Entrepreneurship > Consulting #344 in Books > Audible Audiobooks > Business & Investing > Leadership & Management #843 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

A great book to have for those starting out in the consulting business. Alan has a lot of great items to consider in the book. It is geared more to advice for big business consulting, so it doesn't cover non-profit and education consulting, but still a lot of good information.

Alan is the first and last word on successful consulting. A must have resource for both new and

seasoned consultants.

A very practical and insightful read.

Some eye opening concepts on marketing and value billing.

There is a lot of stuff in this book that I'm already doing, which is confirming. But I got a big kick from all the neat ideas connected with the Rainmaker concept. Excellent suggestions. I particularly related to the contrarian idea. I could relate to that in a big way. A great read - very helpful.

must have .. must read book if you believe your knowledge is worth hiring..

Brought this for my son who says it has a lot of useful information.

Awesome!

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