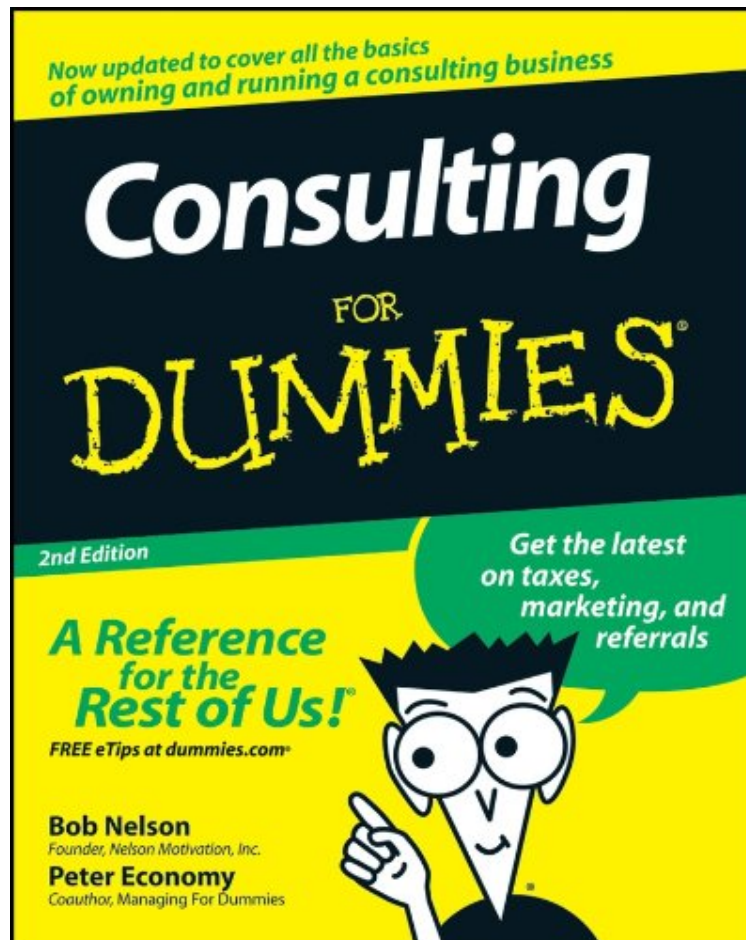


Consulting For Dummies

Peter Economy, Bob Nelson

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Peter Economy, Bob Nelson : Consulting For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consulting For Dummies:

4 of 5 people found the following review helpful. Great intro to consultingBy FerI think this book is very well written and gives a great introduction to what it takes to become a private consultant.It discusses various aspects of what it takes to start for yourself, gives a solid intro on the general concept of consulting, and focuses on the important "salesman" aspect of consulting. Check out the extensive table of contents to exactly see what you are getting.Some reviewers complain that there are not enough specifics and that there are better books--I think it all depends on what you are looking for. As an introduction to private consulting in a broad sense, I would advise this as the go-to first book. After reading this, you will have an excellent idea about what to look for next.Sure, for detailed business-building aspects of private consulting, there are authors like Alan Weiss (who essentially spends 300 pages explaining why you should use value-based pricing for your consulting). For hardcore management consulting, there are titles like "The McKinsey Way". This book is very broad, and hence it does not have tremendous depth in such specialized subjects, but I feel that is to be expected.1 of 1 people found the following review helpful. Good Basic ConceptsBy

Retailwonderer This is probably my 10th book in the Dummies series. Predictably, experienced consultants will not find much new in here, but might appreciate some good reminders. If you're just starting out, this covers all the basics for you. Read this, then you'll know which areas to focus in on with more specialized publications. 1 of 1 people found the following review helpful. A great book by people who work in the field. By P. G. McFinnigan This is definitely a working-person's book. It described just enough of the product to get your core concepts down and how to apply it to your product (the products being the consulting business, of course). It skips over a lot of theory and just gets down to the "how to do it" aspects of the job. I would highly recommend this book.

Consulting For Dummies, 2nd Edition includes a reorganization and narrower focus of the topic, with new or updated information that delves into the specifics of running your own consulting business. There is greater emphasis on the business of consulting, along with financial and legal issues involved in setting up a consulting business, deepening coverage of consulting proposals, and entirely new chapters on higher-level consulting issues that more-established consultants are demanding.

From the Back Cover The latest on using the Internet to market your services The fun and easy way to make a name for yourself in this lucrative career field So you want to be a consultant? This practical, friendly guide shows you how to get your business off the ground and running smoothly, with the latest on developing a marketable idea, running your home office, writing winning proposals, selling your services, and getting referrals. You get expert tips on setting fees, keeping track of time and money, and building business with new clients. Discover how to: Start a successful consulting business