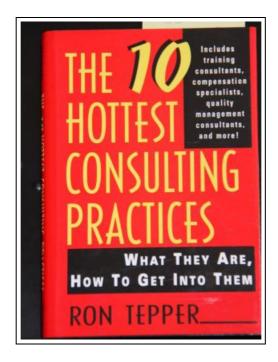
The 10 Hottest Consulting Practices: What They Are, How to Get Into Them



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(Prof. Jevon Frami)

THE 10 HOTTEST CONSULTING PRACTICES: WHAT THEY ARE, HOW TO GET INTO THEM



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Wiley, U.S.A., 1995. Hardcover. Condition: New. Dust Jacket Condition: New. 1st Edition. In this eye-opening guide, consulting expert Ron Tepper shows you how basic changes in the business climate have revolutionized the consulting industry, enabling you to earn big bucks in one of the fastest-growing occupations of the 1990s. Tepper gives you an inside view of today's hottest consulting practices through the eyes of ten of the top independent consultants in the nation. Each of these peak performers has sliced off a generous chunk of this \$17 billion pie without spending a fortune on advertising and promotion, without sinking their life savings into posh offices, and, in most cases, without hirring any permanent employees. You'll learn how a new breed of consultant entrepreneurs has parlayed low overhead and a high degree of organization into six-figure incomes—in most cases, while working from a home office. Ten top consultants share the secrets of their success, from how to develop a business plan, to client relations, fee-setting, and how to market consulting services. You'll discover how the trend toward corporate downsizing has been a bonanza for consultants, and why these ten practices are in great demand. Most of all, you'll learn how to take advantage of the fundamental changes in the way companies do business—changes that have thrown open windows of opportunity in virtually every corner of the business world. Ron Tepper and his top-ranked consultants show you how to make the most of: * Relationship marketing * Project vs. retainer fee structures * Consultant implementation * The agency factor * The outsourcing benefit.



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