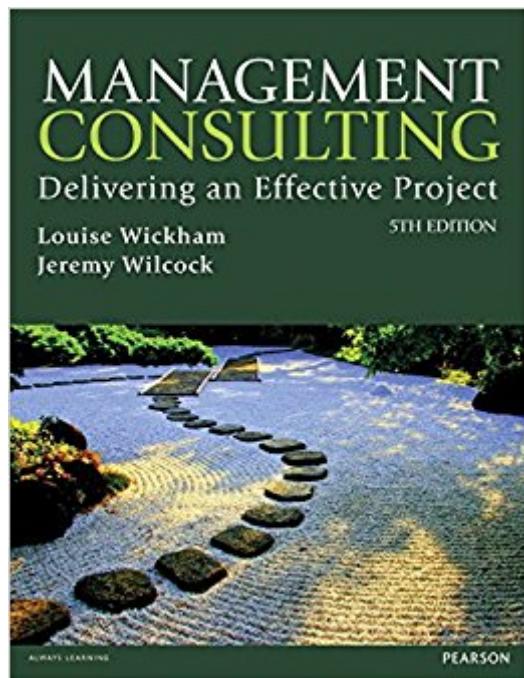


The book was found

Management Consulting, 5th Ed.



Synopsis

Management consulting remains a popular career choice but undertaking a consulting project for the first time can seem daunting for the student or new professional. This book, now in its fifth edition, aims specifically to guide students through the consultancy process, while also giving tips and techniques to the more seasoned practitioner. This is delivered from the accumulated knowledge and insight of the authors and contributors, who all have been consultants. This fifth edition has been thoroughly revised to reflect today's dynamic business environment. The impact of new digital technologies on consulting and business in general, and the use of evidence, gained through studies on consulting, are considered. It provides a careful balance between theory and practice and is ideal for anyone who is undertaking a consulting project.

Key features

- A comprehensive introduction to the best practice in conducting a consulting project. Key insights into how best to tackle the challenges that arise. Case studies from across a wide range of industries at the end of each chapter and a long case study running throughout the book.
- Help in choosing and developing a career in consultancy. Extensive references and further reading to underpin a student's knowledge.
- New to this edition Further links to theories developed in other courses such as strategy and management. In the Preface, several 'pathways' are provided for the different types of project a student may be required to undertake, taking into account their academic level and previous experience. Throughout the chapters, the key ideas are highlighted to aid the reader in navigating the book. New case exercises, based on real consulting projects, to put tools and techniques into practice, including a new long case study on a strategic review for a company.
- Louise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultant specialising in strategy and marketing. She has over 30 years business experience, both within companies and as a consultant, working for a wide range of consumer-facing businesses and the not-for-profit sector.
- Jeremy Wilcock is the Business Engagement Manager at the Business School, University of Hull. He has 27 years industrial experience with a major multi-national where he worked on numerous internal consultancy projects. He has lectured regularly in strategic management and business analysis at undergraduate and postgraduate level, and has supervised student consulting projects.

Book Information

Paperback: 352 pages

Publisher: Trans-Atlantic Publications, Inc.; 5 edition (June 18, 2016)

Language: English

ISBN-10: 1292127600

ISBN-13: 978-1292127606

Product Dimensions: 7.4 x 0.9 x 9.7 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #303,109 in Books (See Top 100 in Books) #374 in Books > Business & Money > Management & Leadership > Project Management > Business #2791 in Books > Textbooks > Reference #5056 in Books > Business & Money > Skills

Customer Reviews

Management consulting remains a popular career choice but undertaking a consulting project for the first time can seem daunting for the student or new professional. This book, now in its fifth edition, aims specifically to guide students through the consultancy process, while also giving tips and techniques to the more seasoned practitioner. This is delivered from the accumulated knowledge and insight of the authors and contributors, who all have been consultants. This fifth edition has been thoroughly revised to reflect today's dynamic business environment. The impact of new digital technologies on consulting and business in general, and the use of evidence, gained through studies on consulting, are considered. It provides a careful balance between theory and practice and is ideal for anyone who is undertaking a consulting project.

Key features

- A comprehensive introduction to the best practice in conducting a consulting project.
- Key insights into how best to tackle the challenges that arise.
- Case studies from across a wide range of industries at the end of each chapter and a long case study running throughout the book.
- Help in choosing and developing a career in consultancy.
- Extensive references and further reading to underpin a student's knowledge.

New to this edition

- Further links to theories developed in other courses such as strategy and management.
- In the Preface, several 'pathways' are provided for the different types of project a student may be required to undertake, taking into account their academic level and previous experience.
- Throughout the chapters, the key ideas are highlighted to aid the reader in navigating the book.
- New case exercises, based on real consulting projects, to put tools and techniques into practice, including a new long case study on a strategic review for a company.

Louise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultant specialising in strategy and marketing. She has over 30 years business experience, both within companies and as a consultant, working for a wide range of consumer-facing businesses and the not-for-profit sector.

Jeremy Wilcock is the Business Engagement Manager

at the Business School, University of Hull. He has 27 years industrial experience with a major multi-national where he worked on numerous internal consultancy projects. He has lectured regularly in strategic management and business analysis at undergraduate and postgraduate level, and has supervised student consulting projects. ^ ^ ^

[Download to continue reading...](#)

The "Complete Guide" to CONSULTING ENGINEERING: How to Start & Manage an Outstanding CONSULTING ENGINEERING PRACTICE The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully (Consulting Secrets Book 1) Management Consulting, 5th ed. The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm The Case Interview: 20 Days to Ace the Case: Your Day-by-Day Prep Course to Land a Job in Management Consulting Becoming an Independent Security Consultant: A Practical Guide to Starting and Running a Successful Security Consulting Practice Life Coaching: Complete Blueprint to Becoming a Powerful Influential Life Coach (Life coaching, Life improvement, positive thinking, coaching, better leadership, goals, consulting) Internal Auditing: Assurance and Consulting Services, 2nd Edition Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and ... (Marketing/Sales/Advertising & Promotion) Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting Case in Point: Graph Analysis for Consulting and Case Interviews Case Interviews Cracked: 32 Solved Cases to Succeed in Management Consulting Case Interviews Flawless Consulting: A Guide to Getting Your Expertise Used, Third Edition Start Here: The World's Best Business Growth & Consulting Book: Business Growth Strategies from the World's Best Business Coach An Insider's Guide to Building a Successful Consulting Practice Million Dollar Consulting: The Professional's Guide to Growing a Practice, Fifth Edition (Business Books) Getting Started in Consulting Humble Consulting: How to Provide Real Help Faster Million Dollar Consulting Proposals: How to Write a Proposal That's Accepted Every Time

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)