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***Management
Delivering An
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Project
4th Edition
Delivering An
Effective
Project 4th
Edition***

*The real-world
guide to
selling your
services and*

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*Consulting
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*bringing in
business How
Clients Buy is
the much-needed
guide to
selling your
services. If
you're one of
the millions of
people whose
skills are the
'product,' you
know that you*

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cannot be
successful
unless you
bring in
clients. The
problem is,
you're trained
to do your
job—not sell
it. No matter
how great you
may be at your
actual role,

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*you likely feel
a bit lost,
hesitant, or
'behind' when
it comes to
courting
clients, an
unfamiliar
territory where
you're never
quite sure of
the line
between under-*

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and over-
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selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn

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*new skills that
will help you
make
connections,
develop
rapport, create
interest, earn
trust, and turn
prospects into
clients.*

*Business
development is
critical to*

Bookmark File PDF Management

*your personal
success, and
your skills in
this area will
dictate the
course of your
career. This
invaluable
guide gives you
a set of real-
world best
practices that
can help you*

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become the
rainmaker you
want to be. Get
the word out
and make
productive
connections
Drop the fear
of self-
promotion and
advertise your
accomplishments
Earn potential

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*clients' trust
to build a
lasting
relationship
Scrap the sales
pitch in favor
of honesty,
positivity, and
value Working
in the
consulting and
professional
services fields*

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*comes with
difficulties
not encountered
by those who
sell tangible
products.*

*Services are
often under-
valued, and
become among
the first
things to go
when budgets*

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get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. How Clients Buy shows you how

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to level up and
start winning
the client list
of your dreams.

*Exploring the
relationships
between top
management
consultant
teams and their
clients, this
text includes
case studies*

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*from both the
private and
public sectors,
as well as*

*describing how
the approaches
employed can be
utilised for
other
companies.*

*Though it's a
potentially
lucrative*

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*enterprise, the
reality of
independent
consulting*

*seldom matches
the dream. Most
solo*

*consultants and
boutique
consulting
firms are
perpetually
within six*

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*months of
bankruptcy due
to the
sputtering
unreliability
of their new
business
engines. The
problem,
according to
international
consulting
expert David A.*

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Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds

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Consulting
of consultants
and boutique
firms worldwide
build

lucrative,
sustainable
practices,
replaces the
typical
consultant's
mindset of
emphasizing
expertise and

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*differentiated
processes with
a focus on
building
relationships,
engendering
trust, and
solving
clients'
existing
problems. In
The
Irresistible*

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*Consultant's
Guide to
Winning
Clients: Six*

*Steps to
Unlimited
Clients and
Financial
Freedom, Fields
synthesizes his
decades of
experience into
a step-by-step*

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*approach to
winning more
projects from
more clients at
higher fees.*

*From nuts-and-
bolts business
advice and
tactics to a
deeply
insightful
breakdown of
the human side*

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Consulting

*of a very human
profession,
Fields delivers
a comprehensive
guidebook that
is at once
highly
approachable
and
satisfyingly
detailed.*

*A leader's job
is to unleash*

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Consulting

*the unlimited
store of
potential in
people."*

*"The
vast majority
of the
workforce in
any
organization
possesses far
more talent,
intelligence,
capability, and*

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*creativity than
their present
jobs require or
even allow.” -*

*Dr. Stephen R.
Covey That's
what Talent
Unleashed is ab
out—unleashing
that unlimited
store of
potential in
people. That's*

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*a leader's job.
And how does a
leader do that
job? Through 3
Leadership Conv
ersations—not
just individual
events, but
ongoing
discussions
designed to
help people
give the best*

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they can. In these conversations, leaders trade fear for trust, confusion for clarity, and micromanaging for empowerment. The three vital leadership conversations

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are: • The
Performance
Conversation •
The Voice
Conversation •
The Clearing
the Path
Conversation
Performance
Conversations
define roles
and set clear
goals. Leaders

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*hold people
accountable for
these roles and
goals, thus
transforming
team members
from “managed
hirelings” to
“trusted
partners and
teammates.”*

Voice

Conversations

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*affirm the
worth and
potential of
each person on
a team. Leaders
help
individuals
discover their
unique gifts,
talents, and
abilities and
align these
gifts, talents,*

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and abilities
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to the great
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mission of the
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organization.

It is the
process that
ignites the
inner fire.
Clear the Path
Conversations
turn
supervisors
into leaders

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*who become
sources of help
and empower
people to
succeed in
their jobs.
Leaders help
clear away the
obstacles from
the success
pathway.*

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English for
Page 30/231

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career

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as a basis for critical
discussion, ensuring
students understand
both the theory and
its limitations. The
authors' engaging
writing style is
combined with a
wealth of real-world

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practical examples,
putting theory into
context.

"Management Consulting" provides an introduction to the theory and practice of consultancy, and considers both the consulting process and industry. The book is aimed at

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students taking
dedicated
management
consulting modules
and work placement
programmes at
undergraduate and
postgraduate level.
It is well suited to
students of business
as well as scientific
and creative
disciplines who

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undertake a work-based project during the course of their academic study.

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It also coaches students on how to deliver an effective report on their placement." Key features "

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Access to theory
and academic
research with
extensive
references and
further reading
Consideration of
consulting in
industries of art,
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Financial Times"

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extracts to illustrate
the application of
techniques Tutor
support on a

dedicated website at
[www.booksites.net/
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Wickham is Senior
Lecturer in Strategy
and

Entrepreneurship at
Teesside Business
School, University of

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Teesside, where he teaches and researches in strategy, entrepreneurship and decision theory. He is also the author of two other Financial Times/Prentice Hall textbooks: "Strategic Entrepreneurship" (3rd edition, 2004)

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and the "FT
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Consulting 101 is an
instructional and
easy to read book

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provides advice
on:How to develop
strong relationships
with clientsHow to
develop a sales
focus early in your
consulting
careerHow to
become a better
communicatorHow
to develop your
personal brand to

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advance your career
faster And much
more

Delivers the
essential practical
skills needed to
consult and make
sharp, well prepared
interactions in a
wide range of
business situations
This comprehensive
handbook covers

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the fundamental
skills and attitudes
required by
successful

consultants from
novice to
practitioner level,
irrespective of their
specialist area. It
untangles the key
variables present in
any consulting
service and

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introduces practical ways to improve their effectiveness based upon the author's experience of helping consulting organisations to develop and excel in the marketplace. The book explores consulting 'from the ground up' steering away from theory

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and focusing
instead on practical
application,
providing a solid
platform upon which
to build further
domain-specific
competence. The
Consultant's
Handbook provides:
An understanding of
the key variables
that can be

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addressed in order
to improve one's
own consulting
performance A set
of simple practices
that can be
implemented with
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approaches

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rapidly in India.*

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*more access to
experiential
learning. This book
is designed to
fulfill this need as
well as to serve as
a core reading in
the curriculum of
business schools.
Leading
consultants from
India share their
experiences in
these areas of*

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Acquisitions, o
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*E-Governance, o
Corporate
Governance, o
Institution*

*Building, and
more. This book
would also be
useful as training
material for
individual and
small consultants
who come from
varied
backgrounds.*

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Larger Indian as well as international corporations would also find these experiences helpful in getting assignments and in their actual implementation in the local Indian conditions.

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*humor, and
wisdom you have
got. Eventually,
you would change
people's minds,
win jobs, win
negotiations, or
business contracts.
Here is how this
book will help you.*

- MEET: be an effective team player in meetings*
- TALK: share your*

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*stories, emotions,
and ideas -*

IMPRESS: win
*jobs, pitch
projects, and
advocate -*

NEGOTIATE: make
*great deals and
bargain with
confidence -*

DESCRIBE:
*explain with the
best words and
expressions -*

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*consulting project
from start to finish.
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for students who
work as outside
consultants on
solving client
problems and
investigating
potential
opportunities, the
textbook's
structure first
explains the*

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*consulting process
to students and
then depicts it in a
chronological flow,
using real-life
examples to
demonstrate
practical
application. Each
section builds upon
the previous one,
focusing on the
development of
critical thinking,*

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*problem solving,
and
communication
skills for
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this text has been
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bring it up to date
with the current
business context
and global
environment,
including: A major*

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resources needed
for students to
conduct research
on a client's
situation. A new
final chapter that
ties the
overarching
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student should use*

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process and the
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between and
among students,
the team, the
client and the
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includes 30% new
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speaks regularly

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practical tools and
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the consultant and

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through their

organisational

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conflicts About the
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Burtonshaw-Gunn
is a practising
management
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experience in both
the public and
private sectors and
covering a range
of organizations

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in all fields. They

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operate from
offices and from
home, work for
investment firms
and as personal
trainers, or have
expertise as
accountants and
wedding planners.
The
independence,
flexibility, and

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potential income it
brings make for an
exciting and
satisfying career.

And it's an
increasingly
popular one for
highly skilled,
motivated
professionals
who've been laid
off in this unstable

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economy. This
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and tricks to help
beat the
competition,
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keep—personal
and financial goals
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partner to
managing
employees
Minimize and
eliminate business
risks Consultants
are paid well for

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their advice—if
they know how to
operate a
successful

business. With
advice from
experts in a variety
of areas, this
valuable guide
helps you create
the business of
your dreams!

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This new edition gathers more than 22 experts to outline the theory behind consulting, providing insight into change processes and management issues in the field. The business of consulting has

grown faster than most other businesses, due not only to increased demand by clients, but also to the innovative capabilities of numerous consulting firms as they develop new services. Divided

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into six parts, the
book introduces
readers to the
consulting

industry,

addressing the

major practice

areas, contexts,

and

implementations of

the field.

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detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now; analyze the market response to consulting in recent years; and provide a more thorough understanding of

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how consulting is applied in the different areas of a business, such as operations, marketing, and finance.

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regards to ethics standards and how strong manager-client relationships contribute to financial growth. Readers will also learn how the developing field of entrepreneurship creates new economic

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structures and job opportunities. Practitioners, consultants, clients, faculty, and students of business and management will learn not only how to consult, but also gain the skills needed to adapt to

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change, giving
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them a competitive
edge when they
enter the field.

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business leaders
and consultants
who are trying to
solve significant
problems and

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create measurable value. Readers can view the templates used in consulting studies and how they are used. All the foundational strategy and business analyses tools are taught along with the soft

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skills and practical
tools to solve any
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walking the reader
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through a
complete
consulting study.
This book follows
an engagement

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team as they assist a large company in diagnosing and fixing deep and persistent organizational issues over an 8-week assignment. Readers will learn how they

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successfully
navigate a
challenging client
environment,
frame the problem
and limit the
scope, develop
hypotheses, build
the analyses and
provide the final
recommendations.
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the explanation of
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techniques within
a lively and
engaging storyline,
which allows the
reader to truly
understand the
challenges faced
on consulting
engagements,

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the same
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techniques used
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by the leading
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firms, such as
McKinsey, Bain,
and BCG. To
make the story
realistic and
useful, we have
worked with one
client engagement
throughout the

book. Using different examples and different clients to explain concepts would have made it difficult for readers to see the data linkages and development of the final recommendations.

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The client and engagement are fictitious. The data presented are also fictitious, but they are based on actual consulting engagements and the experiences of the author and the contributing McKinsey, BCG,

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African nations

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have an underdeveloped industrial and economic base such as their water supply, electrical systems, roads, railways, etc. Massive funding is required to build each of these basic services to

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the levels of developed nations – funding they don't have. Many African countries rely on assistance from the government and global companies looking to invest or facilitate projects in the region. And for a

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variety of reasons, many of these projects fail or are inadequate to fulfil the needs of the nation. In order to facilitate their own economic development, African nations need to cultivate efficient project

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management
practices and
policies that will
help them achieve

their goal of
sustainability.

This book by a
multidisciplinary
project
management
consultant,
contributes to the
body of

knowledge that
each African
country can attain
and sustain
economic
development by
suggesting how to
eliminate and
correct most
causes of failures
of projects in
construction,
water treatment,

electricity and
renewable energy.
It suggests that
they should also
be able to obtain
the sustainable
harvesting of the
benefits of project
deliverables which
have been planned
for in order to
implement the
various aspects of

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their economic development. The suggestions in this book will make a difference in project delivery and are comprehensive enough to create a root-and-branch change which will affect the people involved in making

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decision on
projects and their
delivery. Thus,
project
management
teams and their
managers,
organization
decision makers,
companies looking
to invest in the
region, and
politicians who

plan the economy
have to
understand the
causes of
unhelpful
practices and
what needs to be
done in order to
produce
productive and
effective delivery
of long-term
sustainable

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project. The principal goal of this book is to advise public and private companies, and international organizations conducting projects in Africa on how to prepare themselves, their businesses and

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enterprises to
solve the
problems that
cause failure of
projects and
abandonment of
project

deliverables. The
book also
recommends the
necessity for a
commercial
enterprise or

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government entity
to prepare and
develop its vision,
mission, and
strategic objects
to constitute the
basis of a
business plan
which should be
implemented for
successful
operations. After
first identifying

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various failed and abandoned projects in Nigeria, Ghana and South Africa, the author provides an analysis of why these projects failed or were abandoned. By using methodologies of

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(OPM), Project

Portfolio

Management
(PPM) and project
management
techniques, he
suggests a
framework for
project delivery
which could be

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used as a
foundational
structure and
platform that will
address the
problem and
provide solutions
for the
achievement of
successful and
sustainable
project delivery in
Africa.

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consulting
remains a popular
career choice but
undertaking a
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for the first time
can seem a
daunting prospect
for any student or
new professional.
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its fourth edition,

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aims specifically to guide you through the process of management consultancy, while also providing tips and techniques for the more seasoned practitioner. The authors and contributors, who

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all have been consultants, deliver this from their accumulated knowledge and insights. Anybody studying management consulting or undertaking a consulting project will benefit from the ideas

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contained inside
this book.

The field of
management
consultancy
research has
grown rapidly in
recent years.

Fuelled by the
drivers of
complexity and
uncertainty, a
growing number

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of organizations –
both profit and
third sector alike
– are looking at
management
consultancy to
assist in their
aims for
development and
change.

Consultants have
become a common
feature in

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organizational
change initiatives,
involved in both
providing advice
and in
implementing
ideas and
solutions.

However, despite
this growing
recognition and
influence,
management

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consultancy is still often misunderstood or criticized for its lack of theoretical underpinning. The book seeks to address these issues by offering applied theoretical insights from academics that both teach and

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experts in their
field, the
contributors
combine original
insights with
authoritative
analysis.

Uniquely, this

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book identifies
emerging themes
with critical
discourse and
provides rich
empirical case
study evidence to
show the reader
how management
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projects are
implemented. Real-
world

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organizations spend \$175 billion in training initiatives and more than \$500 billion in human resource solutions every year yet often have little to show for it. One reason is that people “ jump to solutions ” before

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they identify the causes of the problem.

Performance consultants are effective because they partner with clients to clarify business goals and determine root causes for gaps between desired and current

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results. Only then
are specific
solutions agreed
upon and

implemented. This
third edition of the
classic book that
introduced
performance
consulting adds a
wealth of new
material. There
are new case

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examples
throughout and
four new chapters
providing detailed
steps for
measuring results
from performance
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initiatives on five
different levels,
including ROI. The
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Model, allowing

you to connect
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needs and
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initiatives
designed to
address those
needs with the

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enable you to
make a difference
in your
organization that
is valued,

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*when your
audience,
perhaps a
leadership team
or a Steering
Committee,
looks at you
blankly and
asks this most*

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***uncomfortable
question: 'So
what?' How does
that help? If
you have been
in that
position once,
you don't want
to be there
again. You want
to know how to
answer that
question in one***

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***single,
powerful
sentence. Or,
even better,
set yourself up
so nobody asks
it. In this
book,
communication
strategists
Davina Stanley
and Gerard
Castles reveal***

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their proven approach. It's all about using storylines to get to the 'So what' fast, and being able to make a case to back it up. You can unlock the power of the 'So what' strategy by

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***taking five
steps, which
are outlined in
this book: 1:
Understand why
mastering
storylining is
worth the
investment. 2:
Learn how to
use a storyline
to identify and
harness the 'So***

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what'. 3:
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*Master the
seven classic
storyline*

*patterns. 4:
Use storylines
to shape the
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Packed with*

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**examples,
stories,
insights and
practical**

**steps, Davina
and Gerard show
you how to
apply these
strategies to
stop your
audiences
asking you, 'So
what? How does**

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*that help us?'.
The book is
aimed at
students taking
dedicated
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modules and
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programmes at
undergraduate
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study.
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The effectiveness of a good strategy well implemented determines a business' future success or failure. Yet history is full of strategic decisions, big

*and small, that
were ill-
conceived,
poorly
organized and
consequently
disastrous.
This updated
guide looks at
the whole
process of
strategic decis
ion-making,*

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***from vision,
forecasting,
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allocation,
through to
implementation
and innovation.
Strategy is
about
understanding
where you are
now, where you
are heading and***

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***how you will
get there.
There is no
room for
timidity or
confusion.
Although the
CEO and the
board decide a
company's
overall
direction, it
is the managers***

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**at all levels
of the
organization
who will**

**determine how
the vision can
be transformed
into action. In
short, everyone
is involved in
strategy. But
getting it
right involves**

difficult choices: which customers to target, what products to offer, and the best way to keep costs low and service high. And constantly changing business

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***conditions
inevitably
bring risks.
Even after***

***business
strategy has
been developed,
a company must
remain nimble
and alert to
change, and
view strategy
as an ongoing***

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process. The
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message of this
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guide is
simple:
strategy
matters, and
getting it
right is
fundamental to
business
success.
Many

*organizations
don't know how
to make and
execute good
decisions. In
this book, the
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situation Recognize
and eliminate the
clutter clouding your
information Direct
your audience's
attention to the most
important parts of
your data Think like a
designer and utilize
concepts of design in
data visualization
Leverage the power
of storytelling to help
your message

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resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you

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Future reveals
methodical and bold
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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-

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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

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interactions. Alan Weiss, PhD (East Greenwich, CT), has consulted with hundreds of organizations around the world, including Mercedes-Benz, Hewlett-Packard, Merck, and Chase. He lectures widely and appears regularly on radio and television to

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discuss productivity and performance. He is the author of twelve books, including Getting Started in Consulting (Wiley: 0-471-38455-0), The Ultimate Consultant (Jossey-Bass: 0-7879-5508-6), How to Acquire Clients (Jossey-Bass: 0-7879-5514-0), and

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