



The Practice of Professional Consulting

Edward G. Verlander

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Despite the size of the consulting industry and its attractiveness to business school graduates, there is a dearth of agreement about what constitutes "professionalism" in consulting. *The Practice of Professional Consulting* provides the most comprehensive introduction to the field of consulting, including a complete system of guidelines, and all the tools, templates, techniques, case studies, competencies, and assessments to become a professional consultant. Broad enough to be useful to anyone starting any kind of consulting business, yet specific in explaining typical client situations, this guide offers new and aspiring consultants with a perspective of the rules, roles, values, methods, and techniques used across firms in the consulting industry.

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