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Business and Management Consulting, 6th Edition, by Wickham and Wilcock, was first published as Management Consulting over 20 years ago to guide students through the consultancy process. This new, renamed edition reflects the way in which the consulting world has changed over the past two decades.

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at undergraduate and postgraduate level. It is well suited to students of business as well as scientific and creative disciplines who undertake a work-based project during the course of their academic study.

Management consulting remains a popular career choice but undertaking a consulting project for the first time can seem a daunting prospect for any student or new professional. This book, now in its fourth edition, 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 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 contained inside this book.

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Gain consulting insights into business decision making in today's environment

Business and Management Consulting, 6th Edition, by Wickham and Wilcock, was first published as Management Consulting over 20 years ago to guide students through the consultancy process. This new, renamed edition reflects the way in which the consulting world has changed over the past two decades. New digital technologies have made information more accessible and changed the way businesses operate in today's faster-paced, more volatile environment, so management consultants need to have a wider view of their client company. Management consulting remains a popular career choice but undertaking a consulting project for the first time can seem daunting. This book continues to offer a practical guide to balancing theory and practice, while also

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giving tips and techniques to the more seasoned practitioner, so it is ideal for anyone who is undertaking a consulting project. This is delivered from the accumulated knowledge and insight of the authors and contributors, who all have been consultants. Pearson, the world's learning company.

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

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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

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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

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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.

Written for business leaders and consultants who are trying to solve significant problems and 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 skills and practical tools to solve any business problem. This is the only book of its kind walking the reader step-by-step through a complete consulting study. This book follows an engagement team as they assist a large company in diagnosing and fixing

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deep and persistent organizational issues over an 8-week assignment. Readers will learn how they successfully navigate a challenging client environment, frame the problem and limit the scope, develop hypotheses, build the analyses and provide the final recommendations. We have placed the explanation of management consulting techniques within a lively and engaging storyline, which allows the reader to truly understand the challenges faced on consulting engagements, connect with the characters, and understand both how and why they debated elements of the study. It is written so that the reader may follow, understand, and replicate a strategic engagement using the same techniques used by the leading 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

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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. 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, et. al. partners at FIRMSconsulting.com & StrategyTraining.com. RESERVE YOUR SPOT FOR FREE EPISODES FROM EX-MCK ET AL. PARTNERS AT FIRMSCONSULTING.COM/PROMO FREE EPISODE FROM THIS BOOKS COMPANION COURSE AT FIRMSCONSULTING.COM/SAAMC

This textbook provides students with an easy to use, proven roadmap for completing a successful consulting project

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from start to finish. Primarily designed for students who work as outside consultants on solving client problems and investigating potential opportunities, the textbook's structure first explains the 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, problem solving, and communication skills for employability. Now in its sixth edition, this text has been fully revised to bring it up to date with the current business context and global environment, including: A major expansion of the tools and resources needed for students to conduct research on a client's situation. A new final chapter that ties the overarching consulting process together and focuses on how the student should use this experience for their

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own professional development. New examples of award-winning projects to provide practical guidance. Fresh material on the use of new technologies in the consulting process, ethics and data management, and remote working. This well-renowned model promotes a conceptual understanding of the consulting process and the interactions between and among students, the team, the client, and the instructor. Management Consulting Projects should be essential reading for experiential Business Consulting modules, Small Business Management, and Strategic Management at postgraduate and MBA level.

Consultants work in all fields. They operate from offices and from home, work for investment firms and as personal trainers, or have expertise as accountants and wedding planners. The independence,

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flexibility, and 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 economy. This guide features tips and tricks to help beat the competition, including how to: Set—and keep—personal and financial goals Organize important paperwork Price and market specific services Create advertising and publicity plans Grow a business, from finding a partner to managing employees Minimize and eliminate business risks Consultants are paid well for 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!

The expert guide to effective internal consulting This book guides internal

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consultants through the steps necessary to bolster their credibility, build relationships within the organization, develop internal marketing abilities, and apply proper methodologies to their work. Alan Weiss, an experienced consultant, provides practical techniques the internal consultant, internal human resources practitioner, and any other internal change agent can use to excel at work, advance their careers, and become valued assets to their organizations. Some of the major subjects covered include setting up the proper environment for success and establishing peer-level 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 discuss productivity and performance. He is the

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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 *Process Consulting* (Jossey-Bass: 0-7879-5512-4).

In the bestselling tradition of "Liar's Poker" comes a devastatingly accurate and darkly hilarious behind-the-scenes look at the wonderful world of management consulting.

"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 students taking dedicated management consulting modules and work placement programmes at undergraduate and postgraduate level. It is well suited to

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students of business as well as scientific and creative disciplines who undertake a work-based project during the course of their academic study. This second edition includes greater depth of theory - particularly on strategic, organisational and technological change - adding academic and analytical rigour. It features more on creative techniques, thus broadening its appeal to students in a wide range of disciplines including science, media and design. The book retains its emphasis on research and developing project management skills. It also coaches students on how to deliver an effective report on their placement." Key features "

- Comprehensive introduction to practice and process in consultancy
- Signposts to careers in consultancy
- Access to theory and academic research with extensive references and further reading
- Consideration of consulting in industries

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of art, media and design, computing and engineering" Financial Times" extracts to illustrate the application of techniques
Tutor support on a dedicated website at www.booksites.net/wickham Philip Wickham is Senior Lecturer in Strategy and Entrepreneurship at Teesside Business School, University of 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) and the "FT Corporate Strategy Casebook" (2000).

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