

Management Consulting Delivering An Effective

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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 first published as management consulting over 20 years ago to guide students through the consultancy process this edition renamed business and management consulting 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 have to operate 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 for a student or new professional this book continues to offer a practical guide to balancing theory and practice while also giving tips and techniques to the more seasoned practitioner so 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 the 6th edition has been revised to reflect how new technologies for communication and information gathering have changed the way in which consultants operate it also includes more insights into how businesses take decisions that impact consulting projects in today's faster paced more volatile environment 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 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 to this edition more information on how to sell a consulting project further detail on ways to manage the project tasks with specific tools specific tools for analysis of digital communications such as websites and social media techniques for minimising the risks the consultant may face new case exercises based on real consulting projects to put tools and techniques into practice louise wickham has over 35 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 lecturer in international marketing at the 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 subjects including strategic management and business analysis at undergraduate and postgraduate level and has supervised student consulting projects pearson the world's learning company

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

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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 into six parts the book introduces readers to the consulting industry addressing the major practice areas contexts and implementations of the field significant updates 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 how consulting is applied in the different areas of a business such as operations marketing and finance introductions written by the editors offer further insight into the themes and learning goals of each section helping readers to recognize the elements of a successful consultation and utilize their new skill set the text concludes with a look at the future of consulting with 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 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 and lead organizational change giving them a competitive edge when they enter the field

written specifically for the research methods aspect of an mba course research methods in management is the ideal companion for those needing guidance on carrying out a research project the author offers a succinct guide to the topic which provides mba and business students with the necessary grounding in the area of research without going into too much depth the text is therefore written with modular courses in mind so that students gain an overall perspective of the important areas that need consideration and can ascertain the key points they need to be aware of when carrying out research dissertations and projects form an integral part of many mba and degree courses and therefore guides such as this are becoming invaluable when tackling this area for the first time research methods in management approaches the research task in a step by step manner covering areas such as data collection observational methods and data analysis guidance is provided on the best way to approach aspects of the research process and to ensure all aspects are adequately covered as this is an area where many students feel they do not have any experience a text such as this provides the necessary support in approaching this area of the course

this is the ideal companion for those needing guidance when carrying out a research project in a management or a business related subject the text is succinct and concise written with modular courses in mind for the reader to quickly gain an overall perspective of the fundamental areas and identify the key points that need to be addressed this clear and practical book also covers the requirements of more general areas of business research and consultancy new to this edition is a chapter devoted to the analysis of qualitative data an area many students find they want to focus on a new accompanying student website also gives practical guidance on some of the problems students face assistance with writing a research proposal the structure of a dissertation collecting data how much is enough citing references links to other resources dissertations and projects form an integral part of many mba and degree programmes and this text is invaluable when tackling this area for the first time the authors approach the research task in a step by step manner covering areas such as data collection observational methods and data analysis

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 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 of art media and design computing and engineering financial times extracts to illustrate the application of techniques tutor support on a dedicated website at 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

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the field of management consultancy research has grown rapidly in recent years fuelled by the drivers of complexity and uncertainty a growing number 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 organizational change initiatives involved in both providing advice and in implementing ideas and solutions however despite this growing recognition and influence management 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 practice management consultancy written by recognized experts in their field the contributors combine original insights with authoritative analysis uniquely this book identifies emerging themes with critical discourse and provides rich empirical case study evidence to show the reader how management consultancy projects are implemented real world international consultancy projects are featured as written up cases featuring organizations from multi national corporations to the public sector written for graduate level managers or those who have practical leadership experience this book will enable readers to apply management consultancy models beyond a classroom context

many organizations are spending vast amounts of time and money developing the leaders of tomorrow but are they really getting the most from it this text provides a framework for designing leadership development that contributes to both individual and organizational performance

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written in a practical and readable fashion this book contains comprehensive coverage of the theory and practice essential for a clear understanding of the role of training and development in modern organisations key issues highlighting the importance of effective training are discussed including reforms to the education and training system apprenticeships labour market programs multiskilling broad banking and the impact of award restructuring the second edition has been updated and includes several new chapters reflecting the changes in training practice in the last few years changes to the vet system are analysed as well as the changing role of training and development in organisations and the emergence of the learning organisation

powerful tools to unlock your consulting abilities widely acclaimed as a consultant s consultant gerald m weinberg builds on his perennial best seller the secrets of consulting with all new laws rules and principles you ll learn how to fight burnout stay curious understand your clients negotiate effectively and much much more consultants need more than technical skills they need self awareness and a strong set of personal abilities weinberg helps computer consultants identify and strengthen each aspect of their performance using a consultant s tool kit of seventeen memorable symbols he devotes a chapter to each of these symbolic

tools from the wisdom box to the fish eye lens to the oxygen mask and more

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