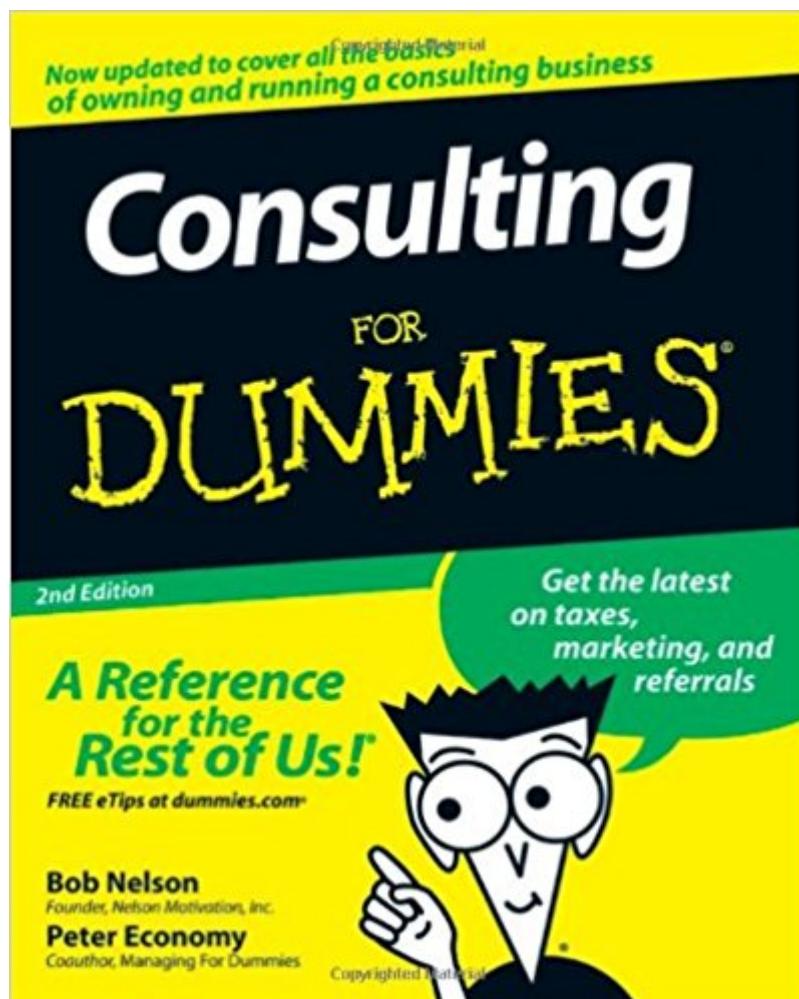


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# Consulting For Dummies



## Synopsis

Consulting For Dummies, 2nd Edition includes a reorganization and narrower focus of the topic, with new or updated information that delves into the specifics of running your own consulting business. There is greater emphasis on the business of consulting, along with financial and legal issues involved in setting up a consulting business, deepening coverage of consulting proposals, and entirely new chapters on higher-level consulting issues that more-established consultants are demanding.

## Book Information

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## Customer Reviews

Consulting for Dummies by Bob Nelson and Peter Economy International Data Group Books Worldwide, Inc. 1997 Consulting for Dummies is a practical guide for anyone considering the field of consulting for either part time or full time employment. The book is written in a clear, understandable format and is interspersed with interviews with actual consultants to give a first hand view of what goes on in the life of a consultant. A wide range of consulting experiences is addressed - from individuals who operate alone, to larger consulting firms. The book is divided into five main parts, each one prefaced by a 5th Wave cartoon. Part One is: "What's a Consultant". This section not only defines what a consultant is, but has the reader analyze his/her own situation by way of quizzes, assessments and considerations as to whether or not consulting would be an appropriate field to venture into. After going through this section, the reader will know if s/he has what it takes or even still wants to be a consultant. Part Two, "The Consulting Process", addresses the basic steps that are involved when taking on a consulting project - from writing proposals, collecting and analyzing

data, and developing, presenting and implementing recommendations. The authors go through these areas in a practical, applicable format while at the same time reminding the reader to really develop the relationships with clients in order to best meet their needs. While the first two parts of the book go over basic considerations, the third section, "Key Consulting Skills", delves into some underlying abilities and personal practices that affect the consultant and his/her effectiveness. Personal image, ethics, organization and communication skills are some of the areas touched on.

I read "Consulting for Dummies", by Bob Nelson and Peter Economy, cc1997 Book Worldwide, Inc. This is definitely an introduction to consulting book. I found that it was easy to read, as well as enjoyable. I would like to cover the authors' credentials, the book itself, and what I found most valuable about the book. To begin with, Bob Nelson of Nelson Motivation, Inc. has published 17 different business and management books. He has a master's degree in business administration and has been in the forefront of the media, regarding business and marketing. His co-author Peter Economy is currently a freelance business writer and a business consultant. He has published two other books, including, "Managing for Dummies", and has published other written articles as well. He has over 15 years of management experience and is currently pursing his MBA. Together these tow authors create a book that can be read and comprehended by anyone. If you're planning to enter the consulting arena I would recommend this be the first book you acquire. The book begins by seeing if an individual is cut out to be a consultant. Once it is decided that being a consultant is for you, then you can move on to anyone of the books 28 chapters. The highlights include the following. Why consult, what consultants do, choosing the right route and making the transition to consulting are what comprise the first section of the book. These items are very useful in showing the reader the path to success. This first part will find out what you are good at, and how to expound upon that. The second phase of the book walks you through the consulting process. This includes defining the problem, what kinds of data are available and what to do with it.

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