

The Secrets of Consulting

"... an irreverent, funny, provocative, satirical but true look at those thousands of professionals, as well as con men, who call themselves consultants."

—**Martin A. Goetz**
President, Applied Data Research, Inc.

"In this book Gerald Weinberg uses entertaining prose littered with humorous paradoxes, dilemmas and contradictions to share his ideas on how to deal with people and organizations to help them change. This book is full of ideas on how to work with people to get them to adopt new ideas." —**Mary Sakry**, The Process Group

"It really does contain those little secrets . . . should make you far more effective for your clients, and far more comfortable with yourself." —**Micro Cornucopia**

"a great learning experience. There are some pointers for everyone!" —**Data Processing Digest**

"There is much of value in this book for the system professional . . . and highly practical help to anyone who must advise others."

—**Journal of Systems Management**

"an outstanding guide for anyone who has thought of becoming a consultant." —**Management Accounting**

"educative, entertaining, and thought-provoking." —**ICCA's the Independent**

"... much more than about giving advice successfully. It's a guide that recognizes and respects the individuality and freedom of each person you deal with in business and social dealings. It's clear-eyed and clever and fun to read. Highly recommended."

—**Harry Browne**
from *How I Found Freedom in an Unfree World*

About the Author



Gerald M. Weinberg is a highly influential author, lecturer, and consultant himself. For this book, he draws on experiences gained in all three roles, as well as from a long technical career as a scientist and researcher for IBM, Ethnotech, and Project Mercury. Also see his stand-alone follow-up, *More Secrets of Consulting*, published by Dorset House.

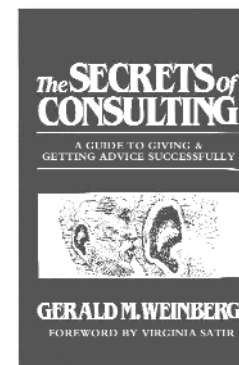
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The Secrets of Consulting

A Guide to Giving and Getting Advice Successfully

by Gerald M. Weinberg
foreword by Virginia Satir



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Proven Techniques and Strategies to Help You Succeed As a Consultant

If you are a consultant, never use one, or want to be one, this book will show you how to succeed.

With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work.

Through the use of vividly memorable rules, laws, and principles—such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons from the Farm—the author shows you how to

- price and market your services
- avoid traps and find alternative approaches
- keep ahead of your clients

WINNER OF
COMPUTER BOOK
REVIEW'S
MAEVENEC AWARD FOR
"books which are
exemplary in style,
content, and format."

- create a special "consultant's survival kit"
- trade improvement for perfection
- negotiate in difficult situations
- measure your effectiveness
- be yourself

You will also find straightforward advice on marketing your services, including how to

- find clients
- get needed exposure
- set just-right fees
- gain trust

The Secrets of Consulting—techniques, strategies, and first-hand experiences—all that you'll need to set up, run, and be successful at your own consulting business.

Read more about this book at
www.dorsethouse.com/books/soc.html

So, how do we learn how to consult well? I've written before about Jerry Weinberg's ten laws of trust and his ten laws of pricing, taken from his brilliant book, published in 1985 and still in print: *The Secrets of Consulting: A Guide to Giving & Getting Advice Successfully*. If these laws didn't inspire you to rush out and buy the book, perhaps this selection of some of his (100+) other laws, rules, and principles will. I consider this book and the sequel, *More Secrets of Consulting: The Consultant's Tool Kit*, essential reading (and rereading) for anyone who consults. Here are nineteen of *Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting*. *Million Dollar Consulting: The Professional's Guide to Growing a Practice*. *The Lords of Strategy: The Secret Intellectual History of the New Corporate World*. *Case in Point: Complete Case Interview Preparation*. Consulting has become a major profession for most of the management graduates with the consultant by profession needs to have qualities like Professionalism, Time Management, Judgment, etc. They are also expected to have excellent communication skills and a team player. In this art

If you are a consultant, or ever use a consultant, this book is for you. The author draws on his 50+ years of consulting experience to share his secrets about the often irrational world of consulting. "This is a great book. Period! ...this advice is clearly applicable to more than just consulting; it is applicable to life in general." "The book is truly wonderful. A must have!"^Â The Secrets of Consulting. by. Gerald M. Weinberg. Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting. Million Dollar Consulting: The Professional^{â€™}s Guide to Growing a Practice. The Lords of Strategy: The Secret Intellectual History of the New Corporate World. Case in Point: Complete Case Interview Preparation. Consulting has become a major profession for most of the management graduates with the consultant by profession needs to have qualities like Professionalism, Time Management, Judgment, etc. They are also expected to have excellent communication skills and a team player. In this art