The Secrets of Consulting

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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.

The Secrets of Consulting

A Guide to Giving and Getting Advice Successfully

by Gerald M. Weinberg

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.

I 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:

- 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

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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!" 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’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