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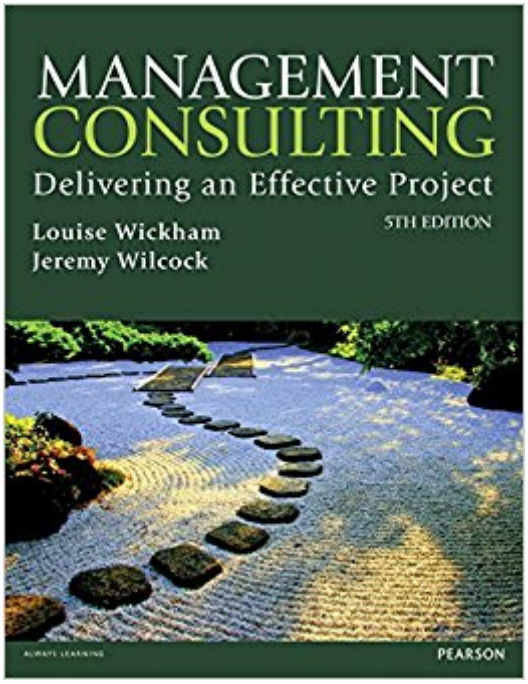

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Synopsis

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. Ã Â 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. Ã Â This fifth edition has been thoroughly revised to reflect todayÃ¢â ¬â„¢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. Ã Â 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.Ã Â Ã Â Help in choosing and developing a career in consultancy. Extensive references andÃ Â further reading to underpin a studentÃ¢â ¬â„¢s knowledge. Ã Â New to this edition Further links to theories developed in other courses such as strategy and management. In the Preface, several Ã¢â ¬Ëœpathways Ã¢â ¬â„¢ 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. Ã Â Louise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultantÃ Â 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. Ã Â Jeremy Wilcock is the Business Engagement Manager at the Business School, 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 strategic management and business analysis at undergraduate and postgraduate level,Ã Â and has supervised student consulting projects. Ã Â

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