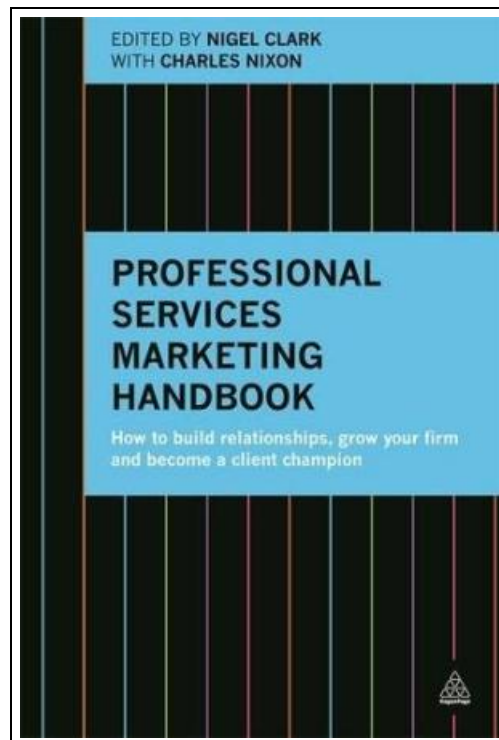


Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion (Paperback)



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Reviews


An exceptional book and also the font utilized was intriguing to read. This is for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Prof. Tyson Hilpert)

PROFESSIONAL SERVICES MARKETING HANDBOOK: HOW TO BUILD RELATIONSHIPS, GROW YOUR FIRM AND BECOME A CLIENT CHAMPION (PAPERBACK)



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Kogan Page Ltd, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book. The market for professional services and consulting firms is changing, driven by evolving and more demanding client requirements. Legal, accountancy and other professional services firms are now looking for a new breed of leaders with the insight to help deliver those requirements. Professional Services Marketing Handbook, published in association with the Professional Services Marketing Group, is for marketing and business development professionals, sales specialists, and a firm s technical practitioners who want to play a fuller role in their firm s obsession with client relationship development to increase their impact and influence. Featuring international case studies and best practice from industry leaders and experts such as Allen Overy, Baker McKenzie, PwC, Kreston Reeves and White Case, Professional Services Marketing Handbook explains how to become a complete client champion - the voice of the client - to both shape and deliver a firm s client solution and experience. It helps marketers develop a growth strategy for their firm, understand and connect with clients more deeply and develop and manage client relationships to build successful brands. Contributing Authors: Richard Grove, Director of Marketing, Business Development Communications, Allen Overy LLP Daniel Smith, Senior Business Development and Marketing Manager, Asia Pacific, Baker McKenzie Claire Essex, Director of Business Development and Marketing, Asia Pacific, Baker McKenzie Clive Stevens, Executive Chairman, Kreston Reeves Louise Field, Head of Client Service Insight, Bird Bird LLP Tim Nightingale, Founder, Nisus Consulting Ben Kent, Managing Director, Meridian West Lisa Hart Shepherd, CEO, Acritas Nick Masters, Head of Online, PwC Alastair Beddow, Associate Director, Meridian West Dale Bryce, President, Asia-Pacific Professional Services Marketing Association Gillian Sutherland, Director, Global Key Account Management Buildings + Places, AECOM Susan D aish, Business Relationship Director, MacRoberts LLP Dan O Day,...

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