



Management Consultancy (500 Tips)

By Morgen Witzel

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What is management consultancy? How has it developed? How does it affect businesses? This book answers these questions and introduces the field for those looking to develop a career as a management consultant.

Providing a thorough introduction to management consultancy, Morgen Witzel covers the topic from a range of perspectives including the field's historical development, the client's perspective, business analysis, return on investment, consulting failures, ethics and accountability and the growing importance of sustainability.

With exercises and case studies throughout, this practical textbook provides students with a rounded and critical understanding of what it means to be a management consultant and in so doing, will help readers emerge as employable management consultants of the future.

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Editorial Review

Review

'Morgen Witzel's book on 'Management Consultancy' sets out new ground in a field which is insufficiently explored in the academic literature. It deals with both the conceptual and practical dimensions of consultancy in a readable and interesting manner. His coverage of this very interesting topic is most thorough and his analysis is indeed robust, setting the coverage in a truly global business setting. The book is clearly written and accessible to not only undergraduates and MBAs in the subject but also interested practitioners.' - Malcolm Warner, Professor and Emeritus Fellow, Wolfson College and Judge Business School, University of Cambridge, UK

'This book brings the landscape of management consultancy to life. You'll discover how management consultants engage clients, work with problems, add value, and make a difference. For anyone thinking about management consultancy as a career, making their way in the field, or wondering whether to hire a firm, this provides invaluable guidance.' - Nigel Guy Linacre, Co-Founder of LeadNow

'Witzel acknowledges that management consultancy is a vast and changing subject and so it is no mean feat to have written such a well-structured and engaging book. Students of business will find a rigorous analysis of what it is to be a management consultant, supported with practical exercises and a range of global case studies. However, the relevance and value of the content extends much further. With its detailed overview of subjects from client engagement to ethics and professional standards, Management Consultancy earns its place on the bookshelves of management consultants, both generalists and specialists as well as their clients.' - Alison Hogan, Managing Partner, Anchor Partners Ltd, UK

About the Author

Morgen Witzel is an internationally known writer, lecturer and thinker on the problems of management and leadership. His books have been published in twelve languages and have sold more than sixty thousand copies worldwide. He is a Fellow of the Centre for Leadership Studies, University of Exeter Business School, UK and a Fellow of the Royal Society of Arts, Manufactures and Commerce.

Users Review

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The knowledge that you get from Management Consultancy (500 Tips) is the more deep you digging the information that hide within the words the more you get serious about reading it. It does not mean that this book is hard to understand but Management Consultancy (500 Tips) giving you excitement feeling of reading. The writer conveys their point in a number of way that can be understood simply by anyone who read it because the author of this reserve is well-known enough. This kind of book also makes your personal

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