



How to Build a Successful Consulting Practice (Business Books)

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- Develop a bulletproof business plan
- Find and keep clients for life
- Build your brand with magnetic marketing strategies
- Write spot-on proposals
- Use the Internet as a secret weapon
- Become a charismatic public speaker
- Avoid financial, legal, and ethical pitfalls
- Adjust to a new work life

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Editorial Review

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About the Author

Jack Phillips, Ph.D., is the chairman of the ROI Institute, which provides consulting services for Fortune 500 companies and workshops for major private and public organizations. The author and editor of more than 40 books and 100 articles, Phillips' clients include Accenture, Price Waterhouse Coopers, and IBM.

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