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Success

The Elite Consulting Mind: 16 Proven Mindsets To Attract More Clients, Increase Your Income, And Achieve Meaningful Success

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six

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months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering

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Mindsets To Attract More Clients, Increase Your Income, Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited

Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

In The World's Newest

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Professor Christopher McKenna offers a history of management consulting in the twentieth century. Although management consulting may not yet be a recognized profession, the leading consulting firms have been advising and reshaping the largest organizations in the world since the 1920s. This groundbreaking study details how the elite consulting firms, including McKinsey & Company and Booz Allen & Hamilton, expanded after US regulatory changes during the 1930s, how they changed giant corporations, nonprofits, and the state during the 1950s, and why consultants became so

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influential in the global economy after 1960. As they grew in number, consultants would introduce organizations to 'corporate culture' and 'decentralization' but they faced vilification for their role in the Enron crisis and for legitimating corporate blunders. Through detailed case studies based on unprecedented access to internal files and personal interviews, *The World's Newest Profession* explores how management consultants came to be so influential within our culture and explains exactly what consultants really do in the global economy.

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'Brandon Sanderson is one of the greatest fantasy writers'

FANTASY BOOK REVIEW

From the bestselling author who completed Robert Jordan's epic Wheel of Time series comes a new, original creation that matches anything else in modern fantasy for epic scope, thrilling imagination, superb characters and sheer addictiveness. In Oathbringer, the third volume of the New York Times bestselling Stormlight Archive series, humanity faces a new Desolation with the return of the Voidbringers, a foe whose numbers are as great as their thirst for vengeance.

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The Alethi armies commanded by Dalinar Kholin won a fleeting victory at a terrible cost: The enemy Parshendi summoned the violent Everstorm, and now its destruction sweeps the world and its passing awakens the once peaceful and subservient parshmen to the true horror of their millennia-long enslavement by humans. While on a desperate flight to warn his family of the threat, Kaladin Stormblessed must come to grips with the fact that their newly kindled anger may be wholly justified. Nestled in the mountains high above the storms, in the tower city of

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Urithiru, Shallan Davar investigates the wonders of the ancient stronghold of the Knights Radiant and unearths the dark secrets lurking in its depths. And Dalinar realizes that his holy mission to unite his homeland of Alethkar was too narrow in scope. Unless all the nations of Roshar can put Dalinar's blood-soaked past aside and stand together - and unless Dalinar himself can confront that past - even the restoration of the Knights Radiant will not avert the end of civilization. 'I loved this book. What else is there to say?' Patrick Rothfuss, New York Times

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bestselling author of The
Name of the Wind, on The Way
of Kings

Includes material on "the
Trailside Killer in San
Francisco, the Atlanta child
murderer, the Tylenol
poisoner, the man who hunted
prostitutes for sport in the
woods of Alaska, and
Seattle's Green River killer
..."

Part I: A biography of Jose
Silva, creator of the Silva
Method. Part II: A practical
summary of the Silva Method.
Management Consulting in the
Twentieth Century
The World's Newest
Profession

Build a resilient mindset so
you can achieve your goals

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The Firm
Clients, Increase Your Income,
Head Start
How to Provide Real Help
Faster
Success

A Proven Method to Organize
Your Digital Life and Unlock
Your Creative Potential
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A scientifically proven program to
alter the body's physical baseline
response to stress--working
specifically with heart rate--to fine-
tune reflexes and perform at
maximum potential.

"If more business books were as
useful, concise, and just plain fun to
read as THE MCKINSEY WAY,

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the business world would be a better place." --Julie Bick, best-selling author of ALL I REALLY NEED TO KNOW IN BUSINESS I

LEARNED AT MICROSOFT.

"Enlivened by witty anecdotes, THE MCKINSEY WAY contains valuable lessons on widely diverse topics such as marketing, interviewing, team-building, and brainstorming." --Paul H. Zipkin, Vice-Dean, The Fuqua School of Business It's been called "a breeding ground for gurus." McKinsey & Company is the gold-standard consulting firm whose alumni include titans such as "In Search of Excellence" author Tom Peters, Harvey Golub of American Express,

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and Japan's Kenichi Ohmae. When Fortune 100 corporations are stymied, it's the "McKinsey-ites" whom they call for help. In *THE MCKINSEY WAY*, former McKinsey associate Ethan Rasiel lifts the veil to show you how the secretive McKinsey works its magic, and helps you emulate the firm's well-honed practices in problem solving, communication, and management. He shows you how McKinsey-ites think about business problems and how they work at solving them, explaining the way McKinsey approaches every aspect of a task: How McKinsey recruits and molds its elite consultants; How to "sell without

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selling"; How to use facts, not fear them; Techniques to jump-start research and make brainstorming more productive; How to build and keep a team at the top its game; Powerful presentation methods, including the famous waterfall chart, rarely seen outside McKinsey; How to get ultimate "buy-in" to your findings; Survival tips for working in high-pressure organizations. Both a behind-the-scenes look at one of the most admired and secretive companies in the business world and a toolkit of problem-solving techniques without peer, THE MCKINSEY WAY is fascinating reading that empowers every business decision maker to become

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a better strategic player in any organization.

What links the Mercedes Formula One team with Google? What links Dave Braisford's Team Sky and the aviation industry? What is the connection between the inventor James Dyson and the footballer David Beckham? They are all Black Box Thinkers. Whether developing a new product, honing a core skill or just trying to get a critical decision right, Black Box Thinkers aren't afraid to face up to mistakes. In fact, they see failure as the very best way to learn. Rather than denying their mistakes, blaming others or attempting to spin their way out of trouble, these institutions and

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individuals interrogate errors as part of their future strategy for success.

How many of us, hand on heart, can say that we have such a healthy relationship with failure? Learning from failure has the status of a cliché, but this book reveals the astonishing story behind the most powerful method of learning known to mankind, and reveals the arsenal of techniques wielded by some of the world's most innovative organizations. Their lessons can be applied across every field - from sport to education, from business to health. Using gripping case studies, exclusive interviews and really practical takeaways, Matthew Syed - the award-winning journalist and

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best-selling author of *Bounce* -
explains how to turn failure into
success, and shows us how we can
all become better Black Box

Thinkers.

The Long-Awaited Update for
Building a Thriving Consultancy
Completely updated for today's
busier-than-ever consultants, this
classic guide covers the ins and outs
for competing and winning in this
ultracompetitive field. You'll find
step-by-step advice on how to raise
capital, attract clients, create a
marketing plan, and grow your
business into a \$1 million-per-year
firm, plus brand-new material on:
Blogging and social networking
Global consulting Delegating labor

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Profiting in a troubled market
Retainer business Internet marketing
Praise for the previous editions of
Million Dollar Consulting: “If you’re interested in becoming a rich consultant, this book is a must read.” Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame “Blast out of the per diem trap and into value billing.” Jim Kennedy, founder, publisher, and editor, Consultants News “The advice on developing price structure alone is worth a hundred times the price of the book.” William C. Byham, Ph.D., author of Zapp! “Must reading for those who are beginning

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a practice or seeking to upgrade an
existing practice.” Victor H. Vroom,
John G. Searle Professor, School of
Management, Yale University

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The Mechanistic Myth and Its
Consequences
How to Launch and Grow a Seven-
Figure Consulting Business
A Field Guide for Successfully
Walking the Consulting Tightrope
The Proven Guide to Start, Run and
Grow a Successful Consulting
Business
Excellent Sheep
Black Box Thinking

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Pay Matters

A behind-the-scenes, revelatory history of the controversial consulting firm traces its decades-long influence in both business and political arenas, citing its role in the establishment of mainstream practices and modern understandings about capitalism while evaluating the failures that have compromised its reputation. 60,000 first printing. In times of chaos and uncertainty, some freeze up or falter, but others rise up and prosper. When you're struggling with doubt and fear, when your self-esteem and confidence are

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waning, this book provides a proven path for not only managing the chaos but thriving. In ACT NOW bestselling author and CEO of Consulting Success(R), Michael Zipursky shares how consultants can navigate through these challenging times to succeed and prosper in their consulting businesses. In ACT NOW you will learn how to: - Continue to grow your business regardless of the state of the economy - Use proven principles to develop a positive mindset when facing uncertainty - Find massive opportunity and gain competitive advantage in turbulent times - How to best deliver value to

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**create long-term relationships
and clients for life - And much,
much more**

**Foreword by Seattle Seahawks
quarterback Russell Wilson From
a top mental conditioning
coach—"the world's best brain
trainer" (Sports Illustrated)—who
has transformed the lives and
careers of elite athletes,
business leaders, and military
personnel, battle-tested
strategies that will give you tools
to manage and overcome
negativity and achieve any goal.
He knows how to win. More, he
knows the many ways-subtle,
brutal, often self-inflicted-we
lose. As the most trusted mental
coach in the world of sports,**

Trevor Moawad has worked with many of the most dominant athletes and the savviest coaches. From Nick Saban and Kirby Smart to Russell Wilson, they all look to Moawad for help finding or keeping or regaining their competitive edge. (As do countless business leaders and members of special forces.) Now, at last, Moawad shares his unique philosophy with the general public. He lays out lessons he's derived from his greatest career successes as well as personal setbacks, the game-changing wisdom he's earned as the go-to whisperer for elite performers on fields of play and among men and women

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headed to the battlefield. Moawad's motivational approach is elegant but refreshingly simple: He replaces hardwired negativity, the kind of defeatist mindset that's nearly everybody's default, with what he calls "neutral thinking." His own special innovation, it's a nonjudgmental, nonreactive way of coolly assessing problems and analyzing crises, a mode of attack that offers luminous clarity and supreme calm in the critical moments before taking decisive action. Not only can neutral thinking raise your performance level-it can transform your overall life. And it all starts, Moawad says, with

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letting go. Past failures, past losses-let them go. "The past isn't predictive. If you can absorb and embrace that belief, everything changes. You'll instantly feel more calm. And the athlete-or employee or parent or spouse-who's more calm is also more aware, and more times than not ... will win."

For more than 20 years, Floyd Woodrow MBE served in the SAS. Inspiring his men in the most demanding of situations, Floyd drove his team to the highest levels of success. Awarded the Distinguished Conduct Medal for bravery, Floyd operated at the level of the elite. Since leaving the SAS in 2008,

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Floyd has brought the motivational lessons and techniques learnt in the world's toughest environments to businesses, governments, sports teams and police forces around the world. Guaranteed to boost productivity, team cohesion, individual motivation and overall leadership, 'Elite!' contains Floyd's deeply practical, innovative and highly sought-after teachings. His inspiring approach is united with a detailed understanding of the theories and psychology that underpin cutting-edge motivational training. By harnessing this potent combination, whether you are

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seeking self-improvement or looking to get the best out of a team of hundreds, Floyd Woodrow's inspirational new book contains the only approach that will place you amongst the 'Elite!'.

Written for business leaders and consultants who are trying to solve significant problems and create measurable value.

Readers can view the templates used in consulting studies and how they are used. All the foundational strategy and business analyses tools are taught along with the soft skills and practical tools to solve any business problem. This is the only book of its kind walking the

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reader step-by-step through a complete consulting study. This book follows an engagement team as they assist a large company in diagnosing and fixing deep and persistent organizational issues over an 8-week assignment. Readers will learn how they successfully navigate a challenging client environment, frame the problem and limit the scope, develop hypotheses, build the analyses and provide the final recommendations. We have placed the explanation of management consulting techniques within a lively and engaging storyline, which allows the reader to truly understand

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the challenges faced on consulting engagements, connect with the characters, and understand both how and why they debated elements of the study. It is written so that the reader may follow, understand, and replicate a strategic engagement using the same techniques used by the leading firms, such as McKinsey, Bain, and BCG. To make the story realistic and useful, we have worked with one client engagement throughout the book. Using different examples and different clients to explain concepts would have made it difficult for readers to see the data linkages and development

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of the final recommendations. The client and engagement are fictitious. The data presented are also fictitious, but they are based on actual consulting engagements and the experiences of the author and the contributing McKinsey, BCG, et. al. partners at FIRMSconsulting.com & StrategyTraining.com. RESERVE YOUR SPOT FOR FREE EPISODES FROM EX-MCK ET AL. PARTNERS AT FIRMSCONSULTING.COM/PROMO FREE EPISODE FROM THIS BOOKS COMPANION COURSE AT FIRMSCONSULTING.COM/SAAMC Learn the skills used by the leading management consulting

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**firms, such as McKinsey, BCG, et
al.**
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**The Seven Principles of
Professional Services**

**How Elite Students Get Elite
Jobs**

**The Man Who Tapped the
Secrets of the Human Mind and
the Method He Used**

Heart Breath Mind

**How The Elites Created the
National Populist Revolution**

How Clients Buy

Acquiring the winning edge in
sports-the mental edge Mental
conditioning is now seen by
many to be as critical to sports
success as physical

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conditioning. And for parents eager to ensure their children have a winning edge—as well as a future college scholarship—nothing could be more critical to success. This book offers readers a comprehensive program to gain that winning edge, providing training tips and techniques along with helpful advice to keep in mind while competing. With practical advice on how to strengthen concentration (and when you shouldn't concentrate), talk yourself into winning, and develop routines that will lead to consistent improvement, the book's full personalized program will help any athlete gain over

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time the winning edge in any sport With tips on how to regulate your energy to avoid exhaustion; and how to enhance your team's chemistry through sports psychology Loaded with real-world examples from amateur and professional sports of all kinds Applicable to not only sports-but business as well- Sports Psychology For Dummies will enhance any competitor's motivation, focus, and will to win, when facing life's toughest challenges.

In Disrupt Yourself, innovator and digital media expert Jay Samit reveals how to achieve your goals and permanently alter the status quo through the art of

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self-disruption. In today's ever-changing and often-volatile business landscape, adaptability and creativity are more crucial than ever. Samit describes how specific strategies that help companies flourish - challenging assumptions, pinpointing one's unique value, and identifying weaknesses in the structure of current industries - can be applied at an individual level. Incorporating stories from his own experience and anecdotes from other innovators and disruptive businesses - including Richard Branson, Steve Jobs, YouTube, the BBC, Virgin Media and many more - Samit shows how personal transformation can

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reap entrepreneurial and professional rewards. Disrupt Yourself offers clear and empowering advice for anyone looking to break through a creative barrier; anyone with a big idea but no idea how to apply it; and for anyone worried about being made irrelevant in an era of technological transformation. This engaging, perspective-shifting book demystifies the mechanics of disruption for individuals and businesses alike. Renée is the concierge of a grand Parisian apartment building, home to members of the great and the good. Over the years she has maintained her carefully constructed persona as

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someone reliable but totally uncultivated, in keeping, she feels, with society's expectations of what a concierge should be. But beneath this façade lies the real Renée: passionate about culture and the arts, and more knowledgeable in many ways than her employers with their outwardly successful but emotionally void lives. Down in her lodge, apart from weekly visits by her one friend Manuela, Renée lives resigned to her lonely lot with only her cat for company. Meanwhile, several floors up, twelve-year-old Paloma Josse is determined to avoid the pampered and vacuous future laid out for her, and

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decides to end her life on her thirteenth birthday. But unknown to them both, the sudden death of one of their privileged neighbours will dramatically alter their lives forever.

An electrifying biography of one of the most extraordinary scientists of the twentieth century and the world he made. The smartphones in our pockets and computers like brains. The vagaries of game theory and evolutionary biology. Nuclear weapons and self-replicating spacecrafts. All bear the fingerprints of one remarkable, yet largely overlooked, man: John von Neumann. Born in Budapest at the turn of the

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century, von Neumann is one of the most influential scientists to have ever lived. A child prodigy, he mastered calculus by the age of eight, and in high school made lasting contributions to mathematics. In Germany, where he helped lay the foundations of quantum mechanics, and later at Princeton, von Neumann's colleagues believed he had the fastest brain on the planet—bar none. He was instrumental in the Manhattan Project and the design of the atom bomb; he helped formulate the bedrock of Cold War geopolitics and modern economic theory; he created the first ever programmable digital computer;

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he prophesized the potential of nanotechnology; and, from his deathbed, he expounded on the limits of brains and

computers—and how they might be overcome. Taking us on an astonishing journey, Ananyo Bhattacharya explores how a combination of genius and unique historical circumstance allowed a single man to sweep through a stunningly diverse array of fields, sparking revolutions wherever he went. *The Man from the Future* is an insightful and thrilling intellectual biography of the visionary thinker who shaped our century.

'This book flips your world

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upside down. Daniel Markovits argues that meritocracy isn't a virtuous, efficient system that rewards the best and brightest. Instead it rewards middle-class families who can afford huge investments in their children's education ... Frightening, eye-opening stuff' The Times, Books of the Year Even in the midst of runaway economic inequality and dangerous social division, it remains an axiom of modern life that meritocracy reigns supreme and promises to open opportunity to all. The idea that reward should follow ability and effort is so entrenched in our psyche that, even as society divides itself at almost every

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turn, all sides can be heard repeating meritocratic notions. Meritocracy cuts to the heart of who we think we are. But what if, both up and down the social ladder, meritocracy is a sham? Today, meritocracy has become exactly what it was conceived to resist: a mechanism for the concentration and dynastic transmission of wealth and privilege across generations. Upward mobility has become a fantasy, and the embattled middle classes are now more likely to sink into the working poor than to rise into the professional elite. At the same time, meritocracy now ensnares even those who manage to claw

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their way to the top, requiring rich adults to work with crushing intensity, exploiting their expensive educations in order to extract a return. All this is not the result of deviations or retreats from meritocracy but rather stems directly from meritocracy's successes. This is the radical argument that *The Meritocracy Trap* prosecutes with rare force, comprehensive research, and devastating persuasion. Daniel Markovits, a law professor trained in philosophy and economics, is better placed than most to puncture one of the dominant ideas of our age. Having spent his life at elite universities, he

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knows from the inside the
corrosive system we are trapped
within, as well as how we can
take the first steps towards a
world that might afford us both
prosperity and dignity.

The Mckinsey Way: Using The Te
A Practical Guide to Business
Development for Consulting and
Professional Services

The Miseducation of the
American Elite and the Way to a
Meaningful Life

Learn the Skills Used by the
Leading Management Consulting
Firms, Such As Mckinsey, BCG,
Et Al

How to Think Neutrally and Gain
Control of Your Life

Humble Consulting

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The McKinsey Way
Seeing Like a State
Consulting in Complex and Changing Times

Organizations face challenges today that are too messy and complicated for consultants to simply play doctor: run a few tests, offer a neat diagnosis of the “problem,” and recommend a solution. Edgar Schein argues that consultants have to jettison the old idea of professional distance and work with their clients in a more personal way, emphasizing authentic openness, curiosity, and humility. Schein draws deeply on his own decades of experience, offering over two dozen case studies that illuminate each stage of this humble consulting process. Just as he did

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revolutionized the field, enabling consultants to be more genuinely helpful and vastly more effective.

The new edition of bestselling real-world guide to consultancy success, from the “Rock Star of Consulting” Alan Weiss The second edition of *The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice* remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an

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independent or boutique consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of The Consulting Bible, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting

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environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for:

- Building a strong global brand that draws people to you
- Marketing remotely to reduce costs and allow for higher fees
- Mastering the latest implementation techniques
- Forging strong relationships with the buyers of a new generation
- Selecting the consulting methodology that best fits your requirements
- Writing proposals and creating testimonials and references
- Using advanced technology to sell and deliver your services

Written for newcomers and veterans alike,

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Expand a Seven-Figure Consulting
Practice, Second Edition, is
essential reading for every solo
consultant, entrepreneur, and
principal of a small consulting
firm.

Praise for Mind Gym "Believing in
yourself is paramount to success
for any athlete. Gary's lessons
and David's writing provide
examples of the importance of
the mental game." --Ben
Crenshaw, two-time Masters
champion and former Ryder Cup
captain "Mind Gym hits a home
run. If you want to build mental
muscle for the major leagues,
read this book." --Ken Griffey Jr.,
Major League Baseball MVP "I
read Mind Gym on my way to the

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Sydney Olympics and really got a lot out of it. Gary has important lessons to teach, and you'll find the exercises fun and beneficial."

--Jason Kidd, NBA All-Star and Olympic gold-medal winner In Mind Gym, noted sports psychology consultant Gary Mack explains how your mind influences your performance on the field or on the court as much as your physical skill does, if not more so. Through forty accessible lessons and inspirational anecdotes from prominent athletes--many of whom he has worked with--you will learn the same techniques and exercises Mack uses to help elite athletes build mental "muscle." Mind Gym will give you the "head edge" over the competition.

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Most organizations fail to pay their employees properly—not because they don't want to, but because they don't approach compensation with a plan. The compensation landscape is changing rapidly. If you don't pay your employees what they're worth, not only will your competitors leave you behind, but you'll also leave yourself open to legal, social, and political backlash. As an HR professional or manager, how do you navigate the confusing world of compensation? Pay Matters is your go-to guide for demystifying the art and science of compensation. Step-by-step, David Weaver explains how to perform a detailed market analysis that reveals exactly how

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much each position in your organization should be paid. You'll also learn how to develop a pay philosophy specifically tailored to your organization and strike the elusive balance between profit and labor costs. With precisely calibrated base salaries, rewards programs, and enticing incentives, you'll be able to keep your best employees. Don't leave salaries open to the caprices of your organization's senior leaders. Approach them confidently with a proven methodology. After all, pay matters.

The real-world guide to selling your services and bringing in business *How Clients Buy* is the much-needed guide to selling your services. If you're one of the

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millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business

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development is critical to your personal success, and your skills, in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when

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budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. How Clients Buy shows you how to level up and start winning the client list of your dreams.

Relentless

Sports Psychology For Dummies
How Certain Schemes to Improve
the Human Condition Have Failed
Inside the FBI's Elite Serial Crime
Unit

Consulting Essentials: The Art and
Science of People, Facts, and
Frameworks

Winners Take All

The Story of McKinsey and Its
Secret Influence on American
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An Athlete's Guide to Inner

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“This book will help you change your mindset and your behaviour!” Chris Tooley, CEO, LycaMobile

"A must read for developing a resilient mindset when it comes to achieving your personal and work goals." Professor Sir Cary Cooper, CBE, ALLIANCE Manchester Business School, University of Manchester

“Powerful thinking with a practical toolkit. An inspiring and encouraging read for business and life.” Pete Sayburn, Co-Founder, Market Gravity & Partner, Deloitte

This business book is great

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for leaders, middle managers and entrepreneurs interested in the following categories;
PERSONAL DEVELOPMENT
MOTIVATION GOAL SETTING
SOFT SKILLS What's stopping you from reaching your peak? We all aspire to succeed in work and life. According to Abraham Maslow, once our basic needs such as food and shelter are taken care of, we want to fulfil our potential, to be the best possible version of ourselves. So what prevents us from achieving this? Some of us are beaten by the setbacks and challenges that life inevitably

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scatters across our path. For others, the fear of failure or lack of confidence can cause us to retreat into our comfort zone and avoid risk. In short, we simply give up and reconcile ourselves to disappointment. In work, this can lead to demotivation and disengagement. Whatever inhibits us from fulfilling our potential, there is now a remarkable groundswell of scientific research from the disparate fields of sports psychology, positive psychology and neuroscience. Elite athletes such as tennis player Johanna Konta have

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increasingly been exposed to this science. This has helped them persist in pursuit of their goals with passion and determination and has helped them bounce back from the inevitable setbacks that they encounter. Ultimately, it helps them succeed. The great news is that this is applicable to you – the science can be applied to anybody. You don't have to be in search of sporting glory – if you simply want to achieve in work and in life, then these tools will help you. Using the tools offered in this book will help you, like an elite athlete, build your own mental

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**toughness personal
development programme and
enable you to get ready and
persist towards achieving
your goals, whatever life
throws at you. Happy Reading!
Please do share your thoughts
with us.**

**An award-winning trainer
draws on experience with
such top athletes as Michael
Jordan, Kobe Bryant and Ken
Griffey, Jr. to explain how to
tap dark competitive reflexes
in order to succeed regardless
of circumstances, explaining
the importance of finding
internal resources and
harnessing the power of**

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personal fears and instincts. Whether you're just getting into consulting or you're a seasoned consulting veteran but aren't experiencing the level of success and results you truly desire, this book offers you the advantage you need. Michael Zipursky, CEO of ConsultingSuccess.com and coach to elite consultants, has coached and trained more than 6000 consultants from around the world. In this book, Michael identifies the most significant factor in your success: your mindset. He shares with you the principles used by elite consultants that

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will help you overcome challenges, remove obstacles, and grow your business significantly, including: - How to build confidence by confronting the four major questions of self-doubt. - 3 specific steps you can take to attract ideal clients consistently. - Simple shifts you can make to increase your fees by 300% or more. - The best business model for consultants to achieve meaningful success. - Practical ways to turn failure into a growth opportunity and use worry to your advantage. - And so much more. By

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applying these proven mindset shifts and the principles that Michael shares with you in The Elite Consulting Mind, you can achieve meaningful, even limitless, success in your consulting business.

A Yale professor and author of A Jane Austen Education evaluates the consequences of high-pressure educational and parenting approaches that challenge the mind's ability to think critically and creatively, calling for strategic changes that can offer college students a self-directed sense of purpose.

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“One of the most profound and illuminating studies of this century to have been published in recent decades.”—John Gray, New York Times Book Review
Hailed as “a magisterial critique of top-down social planning” by the New York Times, this essential work analyzes disasters from Russia to Tanzania to uncover why states so often fail—sometimes catastrophically—in grand efforts to engineer their society or their environment, and uncovers the conditions common to all such planning

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disasters. “Beautifully written, this book calls into sharp relief the nature of the world we now inhabit.”—New Yorker
“A tour de force.”— Charles Tilly, Columbia University
The Strategy Engagement.
Part 1

The Elegance of the Hedgehog
The Elite Consulting Mind
ACT Now: How Successful Consultants Thrive During Chaos and Uncertainty
The Man from the Future: The Visionary Life of John von Neumann
The Irresistible Consultant's

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Guide to Winning Clients The Consulting Bible

The election of Donald Trump in America and the referendum on European Union membership in the United Kingdom, otherwise known as Brexit, sent shockwaves throughout the world. Cosmopolitan elites across the globe never saw this populist uprising coming and still do not understand it. People across the globe have been increasingly voting for national-populist

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politicians over the last twenty years. The current nationalist-populist revolt started long before Donald Trump came down his golden escalator, and even before Prime Minister David Cameron agreed to hold a referendum vote on the EU. It wasn't isolated to rundown towns in Northern England or the Midwest, and it wasn't solely because of demographic changes, ignorance, intolerance, or a "whitelash." It was

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occurring because the elites chose to ignore voters' concerns when it came to globalism and neoliberalism. Issues like mass immigration, war, economic inequality, and national sovereignty were sacrosanct to neoliberals, and ultimately, their unwillingness to concede on these issues built discontent among millions of people.

Do you want to develop a counterintuitive strategy insight and/or

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lead a team to develop a counterintuitive strategy insight? You have enough experience to know that frameworks, decision trees, applying MECE and 80/20 principles, hypotheses, and structured problem solving are important, but they are not enough. You know a brilliant insight often looks like a mediocre insight. A great strategy often looks like a bad strategy. Analysis is messy. Data is flawed and misleading. Best

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practices routinely fail. Hypotheses change. Data changes. Linear thinking often does not work. This book helps solve this problem. We present the background to a client. You get to follow the design of the strategy study and watch how the solution is developed. Over the past 10 years on StrategyTraining.com and FIRMSconsulting.com, you have seen us help numerous clients solve complex business problems: developing a

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big data strategy, a corporate strategy, a digital & IT strategy, a pandemic & disaster strategy, a luxury brands strategy, a turnaround & transformation strategy, and more--all based on the combined best practices of the author and the ex-McKinsey, BCG et al., partners who produce all the strategy training programs on StrategyTraining.com. The Strategy Engagement shows you the daily steps, actions,

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processes and considerations that go into developing a unique insight for a major company under tight timelines and intense scrutiny. You will get to see which data is used, why it was used, which data was discarded and why it was discarded. On a daily and weekly basis, you will see us use strategy considerations, engagement update reports, storyboards, analyses tools, strategy maps, client management

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tools and more, summarizing the best practices from ex-McKinsey, BCG et al., partners and our most successful clients, to help you solve mankind's most pressing problems. The Strategy Engagement helps you learn the routine to solve strategy and business problems like a strategy partner. You will get to see the numerous contradictions, nuances and trade-offs that the highest-performing strategy

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thinkers face. You will learn how to make ethical and balanced decisions based on who is the client and who is not the client. The core of this book revolves around the daily guides to show you how the study is designed, planned, staffed, structured and run, all the way from focus interviews to day-in-the-life-of studies to financial analysis, financial modeling and case studies. The book is divided into weeks. Each

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week is split into days.
Days are split into key
activities and
observations from the
study. While we can't
guarantee the results of
each reader, clients who
have used the book and
FIRMSconsulting Insiders
who have used the
accompanying online
training program
consisting of 270+
videos on which the book
is based report: Deeper
insights Greater
recognition Rapid
promotions Deeper
understanding of

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executives Happier
teams Greater
productivity Project
success Superior

assignments The book
takes you step by step,
week by week and day by
day through the process
to receive a problem,
frame the problem,
structure the analysis,
assemble the team,
manage the team and
manage the client toward
the solution. You get to
go inside the mind of a
strategy partner. That
is the greatest benefit
of this book. At times

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you will see references to additional resources that our most loyal members, FIRMSconsulting Insiders and SLIDES members, have access to should they need to dive deeper into a specific topic (e.g., competitive strategy, digital & IT strategy, implementation, problem-solving, etc.). Note: Due to the page number restrictions for print books, this book is split into two parts. You can follow the rest of the engagement in

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Part 2.

How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and

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Clients, Increase Your Income,
marketplace - Effective
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marketing and branding
Success

materials that get the
attention of your ideal
clients - Strategies to
increase your fees and
earn more with every
project - The proposal
template that has
generated millions of
dollars in consulting
engagements - How to
develop a pipeline of
business and attract
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Productivity secrets for
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one week than most people do in a month - And much, much more Do you want to: Stop being your own worst enemy? Perform your best consistently? Raise your game when the pressure's on?

This book details the prerequisite knowledge every consultant must master when delivering complex professional services. Coupled with the author's and his industry colleagues' real life examples of success and failure,

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these principles provide every consultant with actionable guidance to improve their service quality. Professional services consultants are walking a dangerous high wire between the success of their customers and the ongoing success of their firm. To maintain balance and walk this tightrope successfully, a consultant needs a strong set of principles that can be relied upon in the heat of a customer engagement. Through detailed

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analysis of his own experience as a consultant, a customer, and a professional services executive, Shane describes in detail the seven principles of professional services that have led him and others to repeated success. If you have been a consultant for ten minutes or ten years, this book will help you assess how well you deliver your service today and enable you to identify ways to elevate

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it in the future. Doing
so will benefit your
customer, your firm and
your career.

It Takes What It Takes
Mindhunter

Triumph of the Athlete
Mind

The Art and Science of
Employee Compensation

Building a Second Brain
Mind Gym

The Meritocracy Trap
From Good to Great to
Unstoppable

Americans are taught to believe that
upward mobility is possible for anyone
who is willing to work hard, regardless
of their social status, yet it is often

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those from affluent backgrounds who land the best jobs. Pedigree takes readers behind the closed doors of top-tier investment banks, consulting firms, and law firms to reveal the truth about who really gets hired for the nation's highest-paying entry-level jobs, who doesn't, and why. Drawing on scores of in-depth interviews as well as firsthand observation of hiring practices at some of America's most prestigious firms, Lauren Rivera shows how, at every step of the hiring process, the ways that employers define and evaluate merit are strongly skewed to favor job applicants from economically privileged backgrounds. She reveals how decision makers draw from ideas about talent—what it is, what best signals it, and who does (and does

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not) have it—that are deeply rooted in social class. Displaying the "right stuff" that elite employers are looking for entails considerable amounts of economic, social, and cultural resources on the part of the applicants and their parents. Challenging our most cherished beliefs about college as a great equalizer and the job market as a level playing field, Pedigree exposes the class biases built into American notions about the best and the brightest, and shows how social status plays a significant role in determining who reaches the top of the economic ladder. The McKinsey Way will reveal the problem-solving, communication, and management techniques of the world's most respected corporate doctor. Each rule will be coupled with anecdotes and

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lessons from actual McKinsey consulting projects. The McKinsey Way will open the door on this secretive company and let business people around the world learn the lessons that McKinsey teaches its own consultants to make them more effective and efficient. This book will allow people to take McKinsey's secrets and apply them in their own business life. Techniques include how to develop a toolkit of problem-solving techniques that can be used in diverse business situations; how to sell without selling; how to turn enemies into allies, and more. Anybody can take these lessons and use them in their own situations to be more successful, whether you want to be a guru, or just act like one!

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Addressing general readers as well as software practitioners, "Software and Mind" discusses the fallacies of the mechanistic ideology and the

degradation of minds caused by these fallacies. Mechanism holds that every aspect of the world can be represented as a simple hierarchical structure of entities. But, while useful in fields like mathematics and manufacturing, this idea is generally worthless, because most aspects of the world are too complex to be reduced to simple hierarchical structures. Our software-related affairs, in particular, cannot be represented in this fashion. And yet, all programming theories and development systems, and all software applications, attempt to reduce real-world problems to neat hierarchical

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structures of data, operations, and features. Using Karl Popper's famous principles of demarcation between science and pseudoscience, the book shows that the mechanistic ideology has turned most of our software-related activities into pseudoscientific pursuits. Using mechanism as warrant, the software elites are promoting invalid, even fraudulent, software notions. They force us to depend on generic, inferior systems, instead of allowing us to develop software skills and to create our own systems. Software mechanism emulates the methods of manufacturing, and thereby restricts us to high levels of abstraction and simple, isolated structures. The benefits of software, however, can be attained only if we start with low-level elements

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and learn to create complex, interacting structures. Software, the book argues, is a non-mechanistic phenomenon. So it is akin to language, not to physical objects. Like language, it permits us to mirror the world in our minds and to communicate with it. Moreover, we increasingly depend on software in everything we do, in the same way that we depend on language. Thus, being restricted to mechanistic software is like thinking and communicating while being restricted to some ready-made sentences supplied by an elite.

Ultimately, by impoverishing software, our elites are achieving what the totalitarian elite described by George Orwell in "Nineteen Eighty-Four" achieves by impoverishing language: they are degrading our minds.

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'Entertaining and gripping . . . For those at the helm, the philanthropic plutocrats and aspiring "change agents" who believe they are helping but are actually making things worse, it's time for a reckoning with their role in this spiraling dilemma' Joseph Stiglitz, New York Times Book Review 'In Anand's thought-provoking book his fresh perspective on solving complex societal problems is admirable. I appreciate his commitment and dedication to spreading social justice' Bill Gates An insider's trenchant investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their culpability Former New York Times columnist Anand Giridharadas takes us into the inner sanctums of a new gilded

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age, where the rich and powerful fight for equality and justice any way they can - except ways that threaten the social order and their position atop it.

We see how they rebrand themselves as saviours of the poor; how they lavishly reward "thought leaders" who redefine "change" in winner-friendly ways; and how they constantly seek to do more good, but never less harm. But why should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? Rather than rely on scraps from the winners, Giridharadas argues that we must take on the gruelling democratic work of building more robust, egalitarian institutions. Trenchant and revelatory, *Winners Take All* is a call

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to action for elites and citizens alike. For the first time in history, we have instantaneous access to the world's knowledge. There has never been a better time to learn, to create and to improve ourselves. Yet, rather than being empowered by this information, we're often left feeling overwhelmed, paralysed by believing we'll never know or remember enough. This eye-opening and accessible guide shows how you can easily create your own personal system for knowledge management, otherwise known as a Second Brain. A trusted and organised digital repository of your most valued ideas, notes and creative work, a Second Brain gives you the confidence to tackle your most important projects and ambitious goals. From identifying

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good ideas, to organising your thoughts, to retrieving everything swiftly and easily, it puts you back in control of your life and information.

Discover the full potential of your ideas and make powerful, more meaningful improvements in your work and life by Building a Second Brain.

Pedigree

Software and Mind

José Silva

The Elite Charade of Changing the World

Succeeding as a Management Consultant

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