



The Business of Consulting, (CD-ROM Included): The Basics and Beyond

Elaine Biech

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Designed as the go-to reference for managing a consulting business, *The Business of Consulting* is candid, practical, and eminently useful. Fine-tuned to address the changes in today's business environment, this vital resource outlines the basics for managing a consulting practice and shows how to

- Develop a business plan
- Market your business
- Charge for your services
- Build a client relationship
- Grow the business
- Ensure your continued professional growth
- Make money in the profession

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