

Management Consulting By David Biggs

"Providing a balance between critical analysis and practical skills, Management Consultancy provides insights into industry trends, client engagements and consultancy careers, to ensure you have all the information and guidance you require to become a successful management consultant." --Book Jacket.

Management Consulting: A Guide for Students bridges the gap between the latest academic research and practical skills to provide a comprehensive new introduction to modern consulting. David Biggs' important new textbook walks students through the key dimensions of management consulting from the contexts, through the processes, and into skills and implementation using a wide range of examples to provide a refreshing and modern guide for students. Every chapter deploys a consistent pedagogical framework including clear learning objectives that correspond with the latest standard course outlines, mini case studies, and industry snapshots. Full-length case studies appear at the end of every chapter, either prepared specifically for the text by international academics and consultants or supplied from premium vendors such as Harvard Business Review. A full set of online supporting resources for students and lectures make this the complete resource for management consulting courses at all levels.

This new edition gathers more than 22 experts to outline the theory behind consulting, providing insight into change processes and management issues in the field. The business of consulting has grown faster than most other businesses, due not only to increased demand by clients, but also to the innovative capabilities of numerous consulting firms as they develop new services. Divided into six parts, the book introduces readers to the consulting industry, addressing the major practice areas, contexts, and implementations of the field. Significant updates detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now; analyze the market response to consulting in recent years; and provide a more thorough understanding of how consulting is applied in the different areas of a business, such as operations, marketing, and finance. Introductions written by the editors offer further insight into the themes and learning goals of each section, helping readers to recognize the elements of a successful consultation, and utilize their new skill set. The text concludes with a look at the future of consulting with regards to ethics standards and how strong manager-client relationships contribute to financial growth. Readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities. Practitioners, consultants, clients, faculty, and students of business and management will learn not only how to consult, but also gain the skills needed to adapt to and lead organizational change, giving them a competitive edge when they enter the field.

In *The World's Newest Profession* 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 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.

The *Routledge Handbook of Research Methods for Social-Ecological Systems* provides a synthetic guide to the range of methods that can be employed in social-ecological systems (SES) research. The book is primarily targeted at graduate students, lecturers and researchers working on SES, and has been written in a style that is accessible to readers entering the field from a variety of different disciplinary backgrounds. Each chapter discusses the types of SES questions to which the particular methods are suited and the potential resources and skills required for their implementation, and provides practical examples of the application of the methods. In addition, the book contains a conceptual and practical introduction to SES research, a discussion of key gaps and frontiers in SES research methods, and a glossary of key terms in SES research. Contributions from 97 different authors, situated at SES research hubs in 16 countries around the world, including South Africa, Sweden, Germany and Australia, bring a wealth of expertise and experience to this book. The first book to provide a guide and introduction specifically focused on methods for studying SES, this book will be of great interest to students and scholars of sustainability science, environmental management, global environmental change studies and environmental governance. The book will also be of interest to upper-level undergraduates and professionals working at the science-policy interface in the environmental arena.

Management Consulting A Guide for Students Cengage Learning

Every leader cares about inclusivity, wellbeing and performance. For technical organizations these issues are especially acute: in the least diverse sectors, with every-increasing issues around mental health and resilience, companies need to realize continuous gains in performance and productivity to stay ahead, or even just to stay in the game, in a fiercely competitive space. How can leaders square the circle? This book will show you how to build a Strengths-Based Organization: an organization which is based on the scientific understanding of what helps individuals to flourish and organizations to reap the benefits.

Meet your new global consumer You've heard of the burgeoning consumer markets in China and India that are driving the world economy. But do you know enough about these new consumers to convert them into customers? Do you know that: • There will be nearly one billion middle-class consumers in China and India within the next ten years? • More than 135 million Chinese and Indians will graduate from college in this timeframe, compared to just 30 million in the United States? • By 2020, 68 percent of Chinese households and 57 percent of Indian households will be in the middle and upper classes? • The number of billionaires in China has grown from 1 to 115 in the past decade alone? In *The \$10 Trillion Prize*, bestselling author Michael J. Silverstein and his The Boston Consulting Group colleagues in China and India provide the first comprehensive profile of the emerging middle class, primed to transform the global marketplace. Already the world's biggest buyers of cars, mobile phones, appliances, and more, these consumers are eager for more products and services. In fact, it's estimated that by 2020, consumers in China and India will generate about \$10 trillion of total annual revenue for companies selling to them. This book explains who these consumers are—what they buy and

why, how they think and shop, and how their needs and tastes are changing. It takes you into their lives so you can better understand what they want and what they're looking for. Only by fully comprehending the forces driving this new generation of consumers will your company be able to capitalize on the opportunities their buying power represents. Insightful and backed by rigorous research, this book takes you inside the hearts and minds of today's emerging Chinese and Indian consumers—both urban and rural, and across all income levels—positioning your company to win as the next wave of global affluence reaches the marketplace.

Management Consultancy provides a comprehensive introduction to the consulting industry. The text uses theory as a basis for critical discussion, ensuring students understand both the theory and its limitations. The authors' engaging writing style is combined with a wealth of real-world practical examples, putting theory into context.

Given the opportunity to describe Apple as a company in just a word or two, most would respond with adjectives like: Innovative. Design-conscious. Iconic. Some would probably even say: Secretive. But here's another: Soulful. Yes, Apple has a soul, and it is not alone in that respect. A select few organizations can similarly be said to exhibit similar qualities of soul that inspire passion in their employees and set them on the path to high levels of sustained organizational performance. But, given that most organizations are plagued by low levels of employee engagement and lackluster organizational performance, how do high-performing organizations do it? How do they ignite and sustain employee engagement and boost individual and overall organizational productivity? That is exactly the question that organizational expert David B. Zenoff sets out to answer in *The Soul of the Organization*. Based on the author's extensive experience consulting to and observing some of the best-known organizations in the world, *The Soul of the Organization* (www.souloftheorganization.com) journeys into eleven high-performing organizations operating in both the for-profit and not-for-profit worlds to determine the underlying elements of soul that foster strong employee engagement at all levels. What Zenoff finds in his inquiry is that organizations as different as home goods retailer Williams-Sonoma and not-for-profit group Larkin Street Youth Services all share in common five key elements of soul that, taken together, are powerful forces for fostering employee engagement, satisfaction, and meaning. And he doesn't stop once he has identified the five core elements of an organization's soul. Instead, he goes on to offer both a conceptual framework and a practical primer on how to leverage these key ingredients to create, sustain, and nourish a soul in your organization. Organizations of all stripes and in all industries and domains have great difficulty motivating their workforces to demonstrate a strong commitment to giving their all in the workplace. As a result, these organizations' overall productivity and growth are compromised, and their employees cannot find meaning or satisfaction in their work. If your organization struggles with sub-par employee loyalty, commitment, and drive, you will find the guidance you need in *The Soul of the Organization*, a guide to infusing into your workplace that "special something" that engages employees, drives their productivity, and taps into their collective well of potential so that your organization can make its mark on the world.

Written by a team of experts and with contributions from seminal academics and leading practitioners, *Work and Occupational Psychology* links theoretical learning with key practical skills to form an ideal companion to any student in the field. Structured around the 8 core areas of Occupational Psychology to ensure a rounded overview Assumes no prior knowledge making it ideal for students studying Occupational Psychology for the first time Contemporary discussion including cutting edge research and reflections on the future Reflects a global workplace through discussion of international and cross-cultural issues and a range of international case studies Engages critically with the subject to encourage analytical thinking Online learning aids include hints and tips for discussion questions, online readings, and chapter podcasts www.sagepub.co.uk/zibarras Electronic Inspection Copy available for instructors here

Rare is the opportunity to chat with a legendary financial figure and hear the unvarnished truth about what really goes on behind the scenes. Hedgehogging represents just such an opportunity, allowing you to step inside the world of Wall Street with Barton Biggs as he discusses investing in general, hedge funds in particular, and how he has learned to find and profit from the best moneymaking opportunities in an eat-what-you-kill, cutthroat investment world.

The Reinforced Masonry Engineering Handbook provides the coefficients, tables, charts, and design data required for the design of reinforced masonry structures. This edition improves and expands upon previous editions, complying with the current Uniform Building Code and paralleling the growth of reinforced masonry engineering. Discussions include: materials strength of masonry assemblies loads lateral forces reinforcing steel movement joints waterproofing masonry structures and products formulas for reinforced masonry design retaining walls and more This comprehensive, useful book serves as an exceptional resource for designers, contractors, builders, and civil engineers involved in reinforced masonry - eliminating repetitious and routine calculations as well as reducing the time for masonry design.

Creativity isn't a "nice to have" leadership trait. It's the key to success in every workplace and all industries. Learn to access yours, now—even if you don't think you're a "creative" person From B-school through the big leagues, the business world often places value on logic and analysis. But on creativity? Not so much. And this, according to Nir Bashan, is a recipe for disaster. What gets the ball rolling when we're feeling stuck in our careers? Why is my company not growing or reaching higher levels of profitability? What's the difference between a workable plan and a stroke of genius? The answer is creativity—and it's the missing ingredient for far too many of us who feel we're not reaching our creative potential (or doubt we have it in the first place). In *The Creator Mindset*, Bashan draws from years of experience in advertising, entertainment, consulting, keynote speaking, and teaching to show you how to use creativity as a decision-making tool, and do so every bit as confidently as you use spreadsheets and data analysis. Bashan demystifies the process of sharpening this ability by breaking it down into four essential sections. Discover what is meant by a "creator mindset," why it's crucial in business, how to see the world with this mindset, and how to sustain it. Written in plain language with real-world examples, chapters include: Creativity for non-creative people Training your mind to think in a creative way When nothing else works—creativity will Envisioning a world that can be, not the world that is The virtues of listening—and the value of making mistakes The "Creator Mindset" guide to crisis Beating the complacency conundrum If you've ever felt overwhelmed by vague advice to "think outside the box," *The Creator Mindset* can help put you on a proven track to harnessing your best, most creative ideas, and feel confident you're performing to your fullest potential—analytically and creatively.

Final Accounting exposes the slow deterioration of values that led not only to Enron but also to the earlier financial scandals of other Andersen clients, including Sunbeam and Waste Management, and illustrates the practices that paved the way for the accounting fiascos at WorldCom and other major companies."

Provide organized, efficient, relevant consulting with lasting value Maximizing the Value of Consulting is an indispensable, practical guide for managing, measuring, and delivering the results that make internal and external consulting a lasting value to clients and the company. Sponsored by the ROI Institute and the Association of Internal Management Consultants, this book provides a roadmap to relevance for consultants operating in the increasingly fast-paced, changing, dynamic environment. Readers will learn how to use resources properly and manage the investment efficiently, while truly connecting to the business, securing appropriate levels of commitment, and providing adequate levels of support. Detailed coverage includes guidance toward calculating the value of consulting in terms that executives understand, including business impact and ROI, and using the appropriate tools to show how things are working throughout the process. Whether organizations are using internal or external consultants, or both, consultants can provide better value to the company. Consultants are needed to provide advice, support, and insight into the processes undertaken to improve the business, and integrate the input of different functional units into a more streamlined strategy. This book is designed to help consultants provide the utmost value to clients by maximizing organization, efficiency, and ultimately, ROI. Manage for value with better organization and cost control Set objectives at multiple levels to deliver useful results Measure implementation, impact, ROI, and intangibles Use final results to drive appropriate actions, creating lasting value The skyrocketing need for internal and external consultants will continue, in almost every functional area ranging from HR and technology, to auditing and risk management. Maximizing the Value of Consulting provides a manual for relevant, value-driven consulting, with world-renowned expert insight.

This is a guide to multi-billion dollar financial scandals: how they happened, what's next, and how to avoid being victimized. The book draws on more than 50 exclusive interviews with experts in every facet of the market, psychologists and private detectives.

The book explores the lessons to be learnt for retirement planning and long-term financial security in view of the massive shocks to stock markets, labour markets, and pension plans caused by the financial crisis. It aims to rethink the resilience of defined contribution plans and how defined benefit plans reacted to the financial crisis.

Adolescence is a critical growth period in which youth develop essential skills that prepare them for adulthood. Prevention and intervention programs are designed to meet the needs of adolescents who require additional support and promote healthy behaviors and outcomes. To ensure the success of these efforts, it is essential that they include reliably identifiable techniques, strategies, or practices that have been proven effective. Promoting Positive Adolescent Health Behaviors and Outcomes: Thriving in the 21st Century identifies key program factors that can improve health outcomes related to adolescent behavior and provides evidence-based recommendations toward effective implementation of federal programming initiatives. This study explores normative adolescent development, the current landscape of adolescent risk behavior, core components of effective programs focused on optimal health, and recommendations for research, programs, and policies.

The historic European Union Directive on Data Protection will take effect in October 1998. A key provision will prohibit transfer of personal information from Europe to other countries if they lack "adequate" protection of privacy. If enforced as written, the Directive could create enormous obstacles to commerce between Europe and other countries, such as the United States, that do not have comprehensive privacy statutes. In this book, Peter Swire and Robert Litan provide the first detailed analysis of the sector-by-sector effects of the Directive. They examine such topics as the text of the Directive, the tension between privacy laws and modern information technologies, issues affecting a wide range of businesses and other organizations, effects on the financial services sector, and effects on other prominent sectors with large transborder data flows. In light of the many and significant effects of the Directive as written, the book concludes with detailed policy recommendations on how to avoid a coming trade war with Europe. The book will be of interest to the wide range of individuals and organizations affected by the important new European privacy laws. More generally, the privacy clash discussed in the book will prove a major precedent for how electronic commerce and world data flows will be governed in the Internet Age.

Recommended by the Institute of Directors

Gain consulting insights into business decision making in today's environment Business and Management Consulting, 6th Edition, by Wickham and Wilcock, was first published as Management Consulting over 20 years ago to guide students through the consultancy process. This new, renamed edition reflects the way in which the consulting world has changed over the past two decades. New digital technologies have made information more accessible and changed the way businesses operate in today's faster-paced, more volatile environment, so management consultants need to have a wider view of their client company. Management consulting remains a popular career choice but undertaking a consulting project for the first time can seem daunting. This book continues to offer a practical guide to balancing theory and practice, while also giving tips and techniques to the more seasoned practitioner, so it is ideal for anyone who is undertaking a consulting project. This is delivered from the accumulated knowledge and insight of the authors and contributors, who all have been consultants. Pearson, the world's learning company.

Experts from NYU Stern School of Business analyze new financial regulations and what they mean for the economy The NYU Stern School of Business is one of the top business schools in the world thanks to the leading academics, researchers, and provocative thinkers who call it home. In Regulating Wall Street: The New Architecture of Global Finance, an impressive group of the Stern school's top authorities on finance combine their expertise in capital markets, risk management, banking, and derivatives to assess the strengths and weaknesses of new regulations in response to the recent global financial crisis. Summarizes key issues that regulatory reform should address Evaluates the key components of regulatory reform Provides analysis of how the reforms will affect financial firms and markets, as well as the real economy The U.S. Congress is on track to

complete the most significant changes in financial regulation since the 1930s. *Regulating Wall Street: The New Architecture of Global Finance* discusses the impact these new laws will have on the U.S. and global financial architecture.

The acclaimed bestseller about visual problem solving—now bigger and better—"There is no more powerful way to prove that we know something well than to draw a simple picture of it. And there is no more powerful way to see hidden solutions than to pick up a pen and draw out the pieces of our problem." So writes Dan Roam in *The Back of the Napkin*, the international bestseller that proves that a simple drawing on a humble napkin can be more powerful than the slickest PowerPoint presentation. Drawing on twenty years of experience and the latest discoveries in vision science, Roam teaches readers how to clarify any problem or sell any idea using a simple set of tools. He reveals that everyone is born with a talent for visual thinking, even those who swear they can't draw. And he shows how thinking with pictures can help you discover and develop new ideas, solve problems in unexpected ways, and dramatically improve your ability to share your insights. Take Herb Kelleher and Rollin King, who figured out how to beat the traditional hub-and-spoke airlines with a bar napkin and a pen. Three dots to represent Dallas, Houston, and San Antonio. Three arrows to show direct flights. Problem solved, and the picture made it easy to sell Southwest Airlines to investors and customers. Now with more color, bigger pictures, and additional content, this new edition does an even better job of helping you literally see the world in a new way. Join the teachers, project managers, doctors, engineers, assembly-line workers, pilots, football coaches, marine drill instructors, financial analysts, students, parents, and lawyers who have discovered the power of solving problems with pictures.

The catchment area of the Mekong River and its tributaries extends from China, through Burma/Myanmar, Thailand, Laos, Cambodia and to Vietnam. The water resources of the Mekong region - from the Irrawaddy and Nu-Salween in the west, across the Chao Phraya to the Lancang-Mekong and Red River in the east- are increasingly contested. Governments, companies, and banks are driving new investments in roads, dams, diversions, irrigation schemes, navigation facilities, power plants and other emblems of conventional 'development'. Their plans and interventions should provide some benefits, but also pose multiple burdens and risks to millions of people dependent on wetlands, floodplains and aquatic resources, in particular, the wild capture fisheries of rivers and lakes. This book examines how large-scale projects are being proposed, justified, and built. How are such projects contested and how do specific governance regimes influence decision making? The book also highlights the emergence of new actors, rights and trade-off debates, and the social and environmental consequences of 'water resources development'. This book shows how diverse, and often antagonistic, ideologies and interests are contesting for legitimacy. It argues that the distribution of decision-making, political, and discursive power influences how the waterscapes of the region will ultimately look and how benefits, costs and risks will be distributed. These issues are crucial for the transformation of waterscapes and the prospects for democratizing water governance in the Mekong region. The book is part of the action-research of the M-POWER (Mekong Program on Water, Environment and Resilience) knowledge network. Published with IFAD, CGIAR Challenge Program on Water & Food, M-POWER, Project ECHEL-EAU and HEINRICH BOLL STIFTUNG

Widely recognized as a key reference work on the practice of consulting, this guide offers an extensive introduction to professional consulting, its nature, methods, organizational principles, behavioral rules, and training and development practices. Today's information- and knowledge-based economy is constantly creating new opportunities and challenges for consultants. This new edition of *Management Consulting* actively reflects and confronts these developments and changes. New topics covered in this edition include: e-business consulting consulting in knowledge management total quality management corporate governance social role and responsibility of business company transformation and renewal public administration This book serves as a useful and inspiring tool for individuals and organizations wishing to improve their consulting activities. Praise for the previous edition: "A wealth of information about the nature and purpose of management consulting, consulting in various areas and the management of a consulting firm. It should help practitioners, entrants to the profession and business people wishing to use consultants more effectively."--Financial Times

These days it's increasingly rare to have a stable career in any field. More and more of us are blending big company jobs, startup gigs, freelance work, and volunteer side projects. We take chances to expand our knowledge, capabilities, and experience. But how do we make sense of that kind of career - and explain it? Pamela Slim, the acclaimed author of *Escape from Cubicle Nation*, gives us the tools to have meaningful careers in this new world of work. She shows how to find the connections among diverse accomplishments, sell your story, and continually reinvent and relaunch your brand.

Children are already learning at birth, and they develop and learn at a rapid pace in their early years. This provides a critical foundation for lifelong progress, and the adults who provide for the care and the education of young children bear a great responsibility for their health, development, and learning. Despite the fact that they share the same objective - to nurture young children and secure their future success - the various practitioners who contribute to the care and the education of children from birth through age 8 are not acknowledged as a workforce unified by the common knowledge and competencies needed to do their jobs well. *Transforming the Workforce for Children Birth Through Age 8* explores the science of child development, particularly looking at implications for the professionals who work with children. This report examines the current capacities and practices of the workforce, the settings in which they work, the policies and infrastructure that set qualifications and provide professional learning, and the government agencies and other funders who support and oversee these systems. This book then makes recommendations to improve the quality of professional practice and the practice environment for care and education professionals. These detailed recommendations create a blueprint for action that builds on a unifying foundation of child development and early learning, shared knowledge and competencies for care and education professionals, and principles for effective professional learning. Young children thrive and learn best when they have

secure, positive relationships with adults who are knowledgeable about how to support their development and learning and are responsive to their individual progress. Transforming the Workforce for Children Birth Through Age 8 offers guidance on system changes to improve the quality of professional practice, specific actions to improve professional learning systems and workforce development, and research to continue to build the knowledge base in ways that will directly advance and inform future actions. The recommendations of this book provide an opportunity to improve the quality of the care and the education that children receive, and ultimately improve outcomes for children. In a time of increasing divisiveness in politics and society there is a desperate need for leaders to bring people together and leverage the power of diversity and inclusion. Inclusive Leadership: Transforming Diverse Lives, Workplaces, and Societies provides leaders with guidance and hands-on strategies for fostering inclusion and explains how and why it matters. Inclusive Leadership explores cutting-edge theory, research, practice, and experience on the pivotal role of leadership in promoting inclusion in diverse teams, organizations, and societies. Chapters are authored by leading scholars and practitioners in the fields of leadership, diversity, and inclusion. The book is solidly grounded in research on inclusive leadership development, diversity management, team effectiveness, organization development, and intergroup relations. Alongside the exhaustive scholarship are practical suggestions for making teams, groups, organizations, and the larger society more inclusive and, ultimately, more productive. Leaders and managers at all levels, HR professionals, and members of diverse teams will find Inclusive Leadership invaluable in becoming more effective at cultivating inclusive climates and realizing its many benefits—including innovation, enhanced team and organizational performance, and social justice. For more, visit: <https://inclusiveleader.com>

This book focuses on all major aspects of the asset management industry including its regulations, strategies, processes, applied technologies, and risks. It provides a serious resource for readers seeking greater depth and alternative opinions on specific industry developments, and breadth for specialists interested in the dynamics of the industry.

"Data describe and represent the world. However, no matter how big they may be, data sets don't - indeed cannot - capture everything. Data are measurements - and, as such, they represent only what has been measured. They don't necessarily capture all the information that is relevant to the questions we may want to ask. If we do not take into account what may be missing/unknown in the data we have, we may find ourselves unwittingly asking questions that our data cannot actually address, come to mistaken conclusions, and make disastrous decisions. In this book, David Hand looks at the ubiquitous phenomenon of "missing data." He calls this "dark data" (making a comparison to "dark matter" - i.e., matter in the universe that we know is there, but which is invisible to direct measurement). He reveals how we can detect when data is missing, the types of settings in which missing data are likely to be found, and what to do about it. It can arise for many reasons, which themselves may not be obvious - for example, asymmetric information in wars; time delays in financial trading; dropouts in clinical trials; deliberate selection to enhance apparent performance in hospitals, policing, and schools; etc. What becomes clear is that measuring and collecting more and more data (big data) will not necessarily lead us to better understanding or to better decisions. We need to be vigilant to what is missing or unknown in our data, so that we can try to control for it. How do we do that? We can be alert to the causes of dark data, design better data-collection strategies that sidestep some of these causes - and, we can ask better questions of our data, which will lead us to deeper insights and better decisions"--

Life in 2030 is a ground-breaking, practical, and, above all, positive vision of life in twenty-first-century Canada. As we move into the next century, the development of sustainable and environmentally benign patterns of resource utilization and socioeconomic development is an essential priority. In this book, John Robinson and his co-authors investigate the possibility and impacts of a sustainable future for Canada.

CMH Publication 70-30. Edited by Frank N. Schubert and TheresaL. Kraus. Discusses the United States Army's role in the Persian Gulf War from August 1990 to February 1991. Shows the various strands that came together to produce the army of the 1990s and how that army in turn performed under fire and in the glare of world attention. Retains a sense of immediacy in its approach. Contains maps which were carefully researched and compiled as original documents in their own right. Includes an index.

4th edition of the world's most popular LinkedIn handbook—completely revised and updated, including tips for the mobile app ?Many LinkedIn books focus solely on creating a killer profile. But LinkedIn is not a spectator event. You can't just show up and wait for people to come to you. LinkedIn is a professional networking community, and opportunities abound to make real money and advance your career. In addition to helping you create a magnetic, professional profile, this book will show you how to develop a comprehensive strategy for achieving your business and career goals. Over 100,000 professionals have already used Breitbarth's LinkedIn secrets to land lucrative new customers and top-notch employees, grow their businesses and brands, and find great new jobs. And most people have only scratched the surface of LinkedIn's potential. The Power Formula for LinkedIn Success will help you: • Set yourself apart from the LinkedIn masses and build a powerful professional network • Attract and engage with people who need your products, services, or skills • Locate the right people for business partnerships and revenue opportunities • Discover insider information about employers, customers, and competitors • Find a great new job—many times when you're not even looking for one! LinkedIn is one of the most powerful business tools on the planet—and The Power Formula for LinkedIn Success is your perfect step-by-step guide to mastering it!

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