

managing the professional service pdf

Managing the Professional Service Firm / Page 2 firms and it is worth reading this book with a degree of caution – that said, it is virtually the only comprehensive guide to this topic.

Managing the Professional Service Firm

Title: Managing the Professional Service Firm Author: David Maister Reviewed by: Philippa Burt Overview: –Managing the Professional Services Firm–™ draws on more than ten years of research by David Maister, and examines issues ranging from marketing and businesses development to leadership and profit improvement for Professional Service firms.

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If you manage or work in a professional service firm, this book can put your operation into perspective by explaining what drives the firm’s™ profitability.

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