



# Management Consulting Today and Tomorrow: Perspectives and Advice from 27 Leading World Experts

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This book provides a thorough examination of a variety of specialties within the broad range of management consulting. A book of such scope and depth could only be written by a large number of experts, each from one of the many specialties related to management consulting. Together, all 27 contributors take the reader through an industry that is currently undergoing significant change. While covering all the major practice areas of consulting, the book also offers new insights into change processes and addresses compelling management issues now facing consulting firms.

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#### Review

"This book provides an excellent overview on the status of the consulting industry and the challenges it is now facing. The book's strength is that it analyzes the consulting business in all its dimensions, and I recommend it strongly to all executives and decision makers within the business community, consultants and clients alike."

--**Roland Berger**, Chairman, Roland Berger Strategy Consultants, Munich, Germany

"For this book, Greiner and Poufelt have assembled a veritable "who's who" in the world of management and organizational consultants, including themselves. One could not ask for better coverage – comprehensive and broad yet with depth and very current. I know of no better compendium on today's consulting world."

--**W. Warner Burke**, Edward Lee Thorndike Professor of Psychology and Education, Teachers College, Columbia University

"In the new economy, dominated by intangible assets, consulting firms are among the least tangible of all. Through this thoughtful analysis, the authors help us to understand management consulting more as an emerging science and less as an invisible art. An excellent combination of historical perspective, useful experience and practical examples make this a must read for anyone in the profession."

--**David P. Norton**, President, Balanced Scorecard Collaborative, (Former CEO of Nolan, Norton Consulting), Lincoln, MA

"This book on consulting is a first for the profession--written by a combination of world experts who provide deep insight into a fast changing industry, its various specializations and the management of consulting firms. This is not just another "how to do it book" but a bible of wisdom and perspective that every consultant should read again and again."

--**Warren Bennis**, University Professor and Distinguished Professor of Business Administration, Marshall School of Business, University of Southern California

"This book is both timely and excellent. It meets a need that long has existed - to significantly improve our understanding of what is effective, cutting-edge consulting to business. The book covers the key issues of consulting in a brilliant way -- appropriately eclectic and broad, but at the same time focused on what is essential to know. This book will have a strong impact!"

--**Peter Lorange**, Nestle Professor of Strategy, President, IMD, Lausanne, Switzerland

#### About the Author

**Larry E. Greiner** is Professor of Management and Organization at the University of Southern California.

**Flemming Poulfelt** is Professor of Management and Strategy, Vice Dean at Copenhagen Business School, and Director of the CBS Leadership Lab.

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