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Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Outsourcing Services

By Gary S. Luefschuetz

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Outsourcing Services, Gary S. Luefschuetz, The secrets to grabbing your share of an \$800 billion market! "A recommended read for anyone in line-management or business development roles, whether selling to the Fortune 500 or public sector. The book imparts commonsense information presented in a way that is easy to relate to and is useable." Lisa Daniels, Vice President, SAIC "A great play-by-play on how to enter and succeed in the professional services industry. As companies look to improve profits that have been eroded by declining product margins, a move into professional services has been the right answer for many. This book can help you make the move!" Natalie Buford-Young, President, The Rainfield Group About the Book: Despite vast changes in the economy since the 2008 financial crisis, the global consulting and outsourcing services markets remain robust and offer substantial growth opportunities. While many companies retrench in the face of chaos, leading management consulting firms and IT service providers are seizing the opportunity to adapt to the new business environment, stay relevant to clients, overcome sales and delivery obstacles, and close new business opportunities. To that end, Selling Professional...



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