



## Getting Started in Consulting, Second Edition

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By Weiss, Alan

Wiley, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction to the Second Edition. Acknowledgments. About the Author. Chapter 1: Establishing Goals and Expectations You Will Be What You Decide to Be, Nothing Less, Nothing More. Starting at Square Zero: Financial Needs. Personal Attributes: The Investment from Within. Time Use: There's No Such Thing as Not Having Enough Time. Focus: We're All Working Part-Time. Why Collaboration Can Kill You. Summary. Notes. Chapter 2: Physical Space and Environmental Needs Act Like You Have a Business and You'll Have One. Alternative Work Spaces. The Basics around You. Beyond the Basics. Communicating at the Speed of Light. Getting Some Help from Some Friends. Notes. Chapter 3: Sorting Out the Legal, Financial, and Administrative First, Let's Kill All the Lawyers. Legal Requirements and Organizational Options. Accounting, Financial, and Tax Matters-Exploiting Opportunities. Finding a Banker and Obtaining Credit. Other Professional Help. Notes. Chapter 4: Fundamental Marketing Creating a Gravity for Your Business. Creating a Press Kit. Stationery and Related Image Products. Networking. Pro Bono Work. Listings, Ads, and Passive Sources. Summary. Notes. Chapter 5: Advanced Marketing Creating a Brand. Establishing a Web Site. Publishing. Obtaining Media Interviews. Speaking....



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