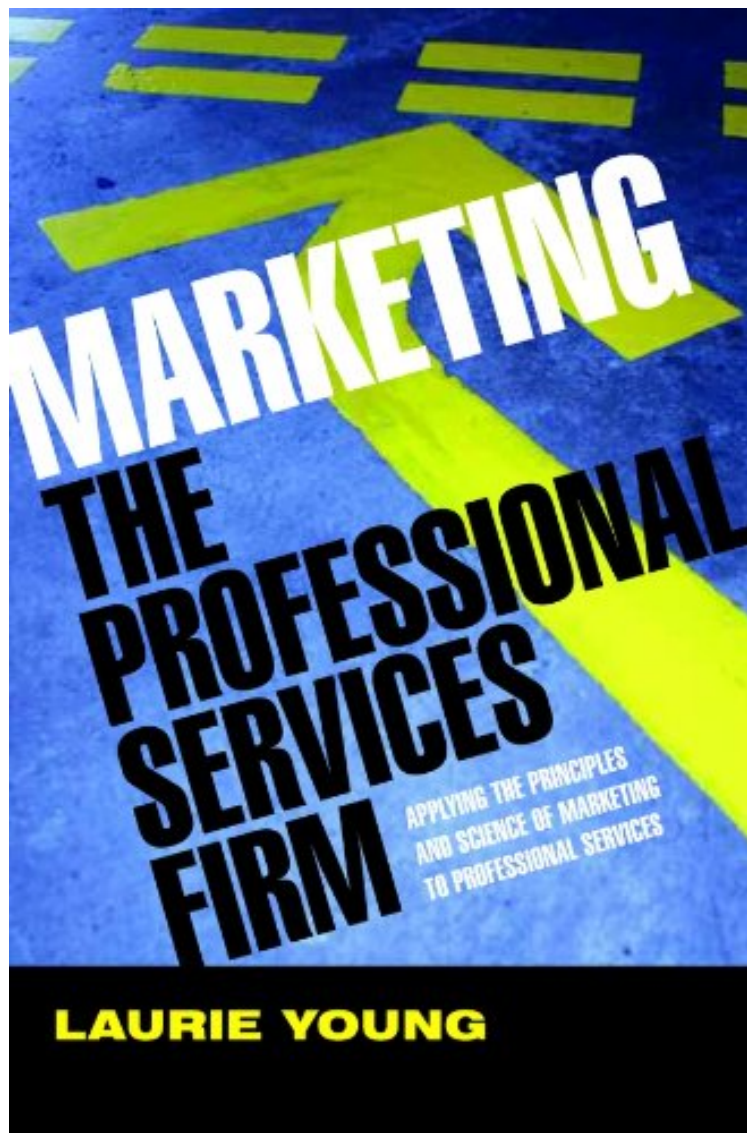


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## **Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions**

*Laurie Young*

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3 of 3 people found the following review helpful. Strategic Marketing By Elijah Chingosho This is a well written book with a wealth of information on strategic marketing of professional services. The book brings new insights that should be very useful for those who wish to grow their professional services, particularly those who wish to expand into global markets. The author reinforces the ideas and concepts with some useful and insightful case studies. This is an important reference book that is recommended. In addition to this book, I also recommend that you read "Marketing Professional Services" by Philip Kotler, Thomas Hayes and Paul N. Bloom and "Marketing Your Consulting Services: A Business Consulting Resource" by Elaine Biech. These just about cover all one needs to learn about marketing professional services.

0 of 0 people found the following review helpful. Helpful book on applying strategic marketing principles to the professional services sector By Rolf Dobelli As professional services firms become more prevalent, their industry is also becoming more competitive. Professional services firms must understand how to tell the marketplace about their special qualifications and accomplishments. Author Laurie Young's textbook includes the information marketers need to do this, but because it is, in fact, a textbook, readers will have to sift through both theory and details to find practical suggestions. Young backs up his sound conceptual ideas with numerous case studies of major companies. getAbstract recommends this book to students and to practitioners looking for a comprehensive understanding of marketing practices in the evolving professional services industry.

Professional services are estimated to be worth up to \$700 billion worldwide, but as the market matures there is an urgent need for new marketing thinking for global players or small businesses alike. This book applies the core principles of strategic marketing to professional services for the first time, in an approach that is at once accessible and compelling. With case studies from a range of companies including J. Walter Thompson, market research companies, the 'big four' accounting firms, Headhunters, Interbrand and large US legal firms, it is intended to become the definitive book for effective strategic marketing in professional services.

"...for inspiration and insight, read Marketing the Professional Services Firm..." (The Entrepreneur, Vol 33 (9) September 2005) "...An invaluable read..." (The Marketer (CIM), Feb 06)

From the Back Cover The professional services sector is vast and growing. Traditionally associated with accountancy and legal firms, today's market ranges from IT Telecoms through management and recruitment consultancy to architects, surveyors, financial and retail services. Within it are all kinds of businesses, from international brands to niche players. As markets valued at up to \$700 billion worldwide mature, there is an urgent need for new marketing thinking for global players and small businesses alike. This book applies the core principles of strategic marketing to professional services for the first time, in an approach that is readable, compelling and theoretically sound. Featuring case studies from Deloitte, Russell Reynolds Associates, IBM Global Services and Interbrand, it is the definitive guide to effective marketing and business development in professional services.

About the Author Laurie Young is a specialist in the marketing of services and customer care. His career includes senior positions with PricewaterhouseCoopers, BT and Unisys. Before joining PwC, where he oversaw a total marketing team of some 300 people and a budget spend of around \$80 million, he founded, built and sold his professional services company specialising in services marketing. During that period he advised a number of major international blue-chip organisations on the contribution of services marketing programmes to shareholder value.