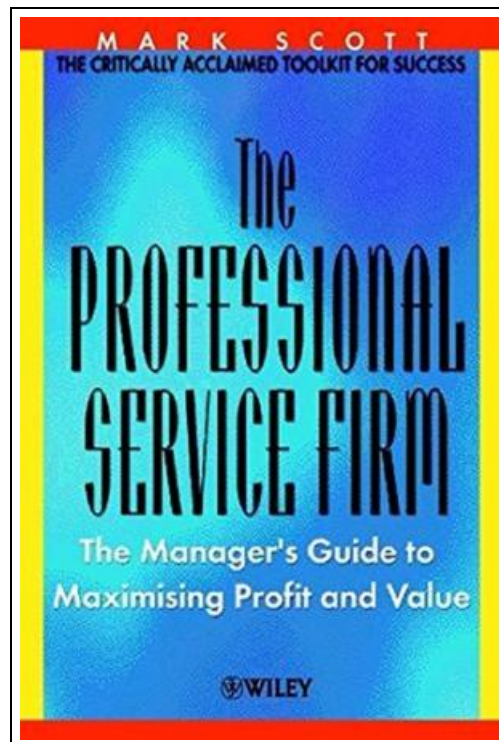


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John Wiley and Sons Ltd, United Kingdom, 2003. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. This is a terrific book and the best I have read on the subject. Scott covers the economics and management issues in professional services with great authority and insight. Peter Doyle, Professor of Marketing, Warwick Business School What I find generally so praiseworthy is the balance of theory and practical application that runs throughout the book. Clearly, Mark Scott is someone well versed in the whole range of management sciences, yet able to ground this perspective in the world of real experience. This book accomplishes this in a natural, coherent and very readable way. John Zweig, CEO Specialist Communications Businesses, WPP Group USA Inc. Spanning a diverse range of activities from accountancy to marketing communications, the professional services industry now accounts for up to 17% of employment in the Western economies and had worldwide revenues in 1999 of around \$800 billion. It is continuing to experience one of the most spectacular growth rates of any Western-dominated industry and is progressively cornering an ever larger share of industrial value added. Yet, it remains one of the most unanalysed and undocumented areas of business activity. It has been subjected to little scrutiny and received minimal attention from the capital markets. This book aims to change all that! The Professional Services Firm is intended for three key audiences: aeo managers and owners of professional services firms who want to understand the strategic options they face and how to improve their financial performance. aeo investors who want to understand how they can exploit the largely untapped and misunderstood opportunity the industry holds. aeo managers in industrial and service sectors who want to understand how to emulate the two critical skills mastered by PSFs -- hiring,...



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