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Growing Your Professional Practice: The How-To Manual

By Vivienne Corcoran

Marketing Logic Pty Ltd. Paperback. Condition: New. 98 pages. Dimensions: 10.0in. x 7.0in. x 0.2in. Once you know you want to be part of a practice, whether it is in law, accountancy, actuarial services, architecture, design, medicine or any other profession, this book will give you the advice you need to grow your practice. This practical how-to book covers every aspect of growing a professional services business, with steps that any professional can follow. Vivienne is an independent consultant with more than 20 years experience working with professional services firms including actuaries, accountants, lawyers and engineers in strategic marketing and communications. She worked for a number of large corporations before becoming marketing manager for Arthur Andersen and Andersen Consulting. She then established Marketing Logic. From this background in professional services management and marketing, Vivienne helps professionals develop and use key tools and skills in strategic marketing, business development and client service. Growing Your Professional Practice is the culmination of Vivienne's experience and delivers her advice in a way that is practical and of value to professionals in new, established, small and large firms alike. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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