



Management Consulting: Delivering an Effective Project (3rd Edition)

By Philip A. Wickham, Louise Wickham

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The book is aimed at students taking dedicated management consulting modules and work placement programmes at undergraduate and postgraduate level. It is well suited to students of business as well as scientific and creative disciplines who undertake a work-based project during the course of their academic study.

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Editorial Review

From the Back Cover

How do the consulting process and the consulting industry work?

What skills does a successful management consultant need to develop?

How does the experience on a work placement programme or in-company project compare with the work of a consultant?

Addressing these questions and many others, *Management Consulting* is written for students taking dedicated management consulting modules and work placement programmes at undergraduate and postgraduate level. It is well suited to students of business as well as scientific and creative disciplines who undertake a work-based project during the course of their academic study.

Key features include:

- A comprehensive introduction to practice and process in consultancy
- Examples across a wide range of industries including art, media and design, computing, engineering
- Help in choosing and developing a career in consultancy
- Access to recent academic research with extensive references and further reading

New to this edition! This third edition has been significantly revised, adding to the tools and techniques required of the discipline to make the book practical as well as intellectually rigorous. It also includes:

- Two new chapters on consulting across cultures; and contracting, influence and team leadership
- Focus on key topics: evaluating capabilities and opportunities; the selling process of consulting; and consulting as a graduate career option
- New case exercises to put tools and techniques into practice
- A long case study running throughout the book

About the authors

Philip Wickham is Research Officer at the Institute for Transport Studies, University of Leeds. He is also the author of two other Financial Times Prentice Hall textbooks: *Strategic Entrepreneurship* (4th edition, 2006) and the *FT Corporate Strategy Casebook* (2000).

Louise Wickham is the Director of Wickham Consulting Services Ltd and a practising consultant specialising in strategy and marketing. She has over 20 years business experience, both within companies and as a consultant, working for a wide range of consumer-facing businesses.

About the Author

Philip Wickham is Research Associate at Leeds University Business School. He is also the author of two other Financial Times/Prentice Hall textbooks: *Strategic Entrepreneurship* (4th edition, 2006) and the *FT Corporate Strategy Casebook* (2000).

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