

Managing The Professional Service Firm

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Managing the Professional Service Firm/ Page 4 detail, bankers with the elegance of their jargon, consultants with the sophistication of their solution, accountants with the rigour of their analysis. Sadly, for some professionals, this is about treating human beings as human beings and being empathic to their individual whims.

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Managing the Professional Service Firm

Professional service firms differ from other business enterprises in two distinct ways. Firstly, they provide highly customized services, thus cannot apply many of the management principles developed for product based industries. Secondly, professional services are highly personalized, involving the skills of individuals.

Managing the Professional Service Firm (□□)

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Figure 2-1 in Managing the Professional Service Firm shows David's original classification of work types. He colourfully described a spectrum ranging from brain surgery (the most complex, mission-critical work requiring specialised Expertise) through grey hair (requiring lots of Experience) to routinised, procedural work (Efficiency).

25 years ago David Maister published Managing the ...

If you manage or work in a professional service firm, this book can put your operation into perspective by explaining what drives the firm's profitability. Author David Maister uses his personal experiences to enliven some of the dryer parts of the text with a few case studies, first-

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hand observations and advice.

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