



Management Consulting: A Complete Guide to the Industry

Sugata Biswas, Daryl Twitchell

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The first complete resource on an ever-growing field, updated and expanded to reflect the impact of the New Economy on the industry

This unique A-to-Z resource provides a complete game plan for novice management consultants trying to break into the business along with expert guidelines for veterans looking to expand their services. Sugata Biswas and Daryl Twitchell cover all the bases, from the origins and history of the field to how to zero in on becoming established in one of the many unique specialties within the industry. They also provide a detailed directory of the top fifty consulting firms in the nation. This Second Edition features new and/or added information on such critical topics as the rapidly emerging field of e-consulting; consulting start-ups, incubators, and other New Economy enterprises; and an exploration of how increased competition for graduating MBAs is changing the consultant recruiting and hiring process.

Sugata Biswas (Santa Monica, CA) is a management consultant with the Viant Corporation. Daryl Twitchell (New York, NY) is a management consultant with Front Line Capital Corporation.

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