



Finding Your Way in the Consulting Jungle: A Guidebook for Organization Development Practitioners (J-B O-D (Organizational Development))

Arthur M. Freedman, Richard E. Zackrison

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Chart your path in the consulting jungle!

Finding Your Way in the Consulting Jungle--a book in The Practicing Organization Development series-- offers OD consultants the information and guidance they need to understand their place in the consulting network, differentiate themselves from other types of consultants, and work with both clients and colleagues to make sure everyone's needs and expectations are met.

Finding Your Way in the Consulting Jungle offers practical advice on how to:

- Differentiate and market yourself
- Interview prospective clients
- Write proposals

"Transports the reader from the safety of the classroom into the complex, unpredictable and often hazardous world that they describe as 'the consultant jungle.' It is a great resource for graduate level OD programs, consultant training courses, AND corporate managers who hire consultants."

--C. Patrick Fleenor, Ph.D., director, International Business Programs, Albers School of Business and Economics, Seattle University



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