The Secrets of Consulting
A Guide to Giving and Getting Advice Successfully
by Gerald M. Weinberg

About the Author

Gerald M. Weinberg is a highly influential author, lecturer, and consultant himself. For this book, he draws on experiences gained in all three roles, as well as from a long technical career as a scientist and researcher for IBM, Ethnotech, and Project Mercury. Also see his stand-alone follow-up, More Secrets of Consulting, published by Dorset House.

Partial Contents

- Why Consulting Is So Tough
  - Sherby's Laws of Consulting
  - The Law of Raspberry Jam
  - Weinberg's Laws of Twins
- Cultivating a Paradoxical Frame of Mind
  - Why Paradox?
- Being Effective When You Don't Know What You're Doing
  - The Problem with Specialists
- Seeing What's There
  - The Law of the Hammer
  - The Study of History
- Seeing What's Not There
  - Missing Tools
- Avoiding Traps
  - Staying Out of Trouble
- Amplifying Your Impact
  - What to Do When They Resist
- Gaining Control of Change
- How to Make Changes Safely
- How to Do What They Resist
- Marketing Your Services
- Putting a Price on Your Head
- Getting People to Follow Your Advice

Read more about this book at www.dorsethouse.com/books/soc.html

If you are a consultant, ever use one, or want to be one, this book will show you how to succeed. With wit, charm, humor, and wisdom, Gerald M. Weinberg shows you exactly how to become a more effective consultant. He reveals specific techniques and strategies that really work. Through the use of vividly memorable rules, laws, and principles—such as The Law of Raspberry Jam, The Potato Chip Principle, and Lessons from the Farm—the author shows you how to:

- create a special “consultant’s survival kit”
- trade improvement for perfection
- negotiate in difficult situations
- measure your effectiveness
- be yourself

You will also find straightforward advice on marketing your services, including how to:

- find clients
- get needed exposure
- set just-right fees
- gain trust

The Secrets of Consulting—techniques, strategies, and first-hand experiences—all that you’ll need to set up, run, and be successful at your own consulting business.

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Review: 'Secrets Of Consulting' by Gerald Weinberg. If you are responsible for influencing others as part of your job, you can learn a great deal from professional consultants: it's what they do for a living. Gerry Weinberg has been in the consulting business for more than three decades, and he knows a thing or two about working with people. Originally published over 20 years ago, Secrets of Consulting is an entertaining, candid, and practical look at how to successfully solve problems and give and receive advice. Part of the magic of this book is Weinberg's masterful story. More Secrets of Consulting is a sequel or extension to The Secrets of Consulting, but the two books may be read in either order. One reviewer said: "Just buy this book and improve your life. I add Mr. Weinberg to a short list of those authors and persons in my life that have made me a better person and provided some direction to the chaos of the universe."

These are all important not only to consultants, but to anyone trying to establish a more satisfying professional or personal life by managing problems, by self-improvement and by better handling their relationships to other people. Michael Larsen said, "More Secrets of Consulting" is a gem of a book, and remarkably quick reading.

Consulting has become a major profession for most of the management graduates with the consultant by profession needs to have qualities like Professionalism, Time Management, Judgment etc. They are also expected to have excellent communication skills and a team player. The book depicts the secrets of McKinsey as a company while encouraging the reader to copy the best practices of a well-known global consulting firm. It illustrates the techniques of making the research activities more useful while delivering the much-needed end results within the stipulated time period. Main: The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully. The Secrets of Consulting: A Guide to Giving and Getting Advice Successfully. Gerald M. Weinberg. Language: english.