



Building the IT Consulting Practice

Rick Freedman

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Building the IT Practice is a clear and practical guide organized to help design, build, and manage lucrative consulting practices. Building on the advisory methodologies described in the author's previous book, *The IT Consultant*, this book goes beyond the personal practices and behaviors presented in that work to offer a roadmap to the creation of an IT Professional Services business. This book focuses on the basics of building a consulting business, discussing such core issues as the creation of a unique marketing message, the design of a firm-wide delivery methodology, and the recruitment and retention of world-class sales and talent.

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