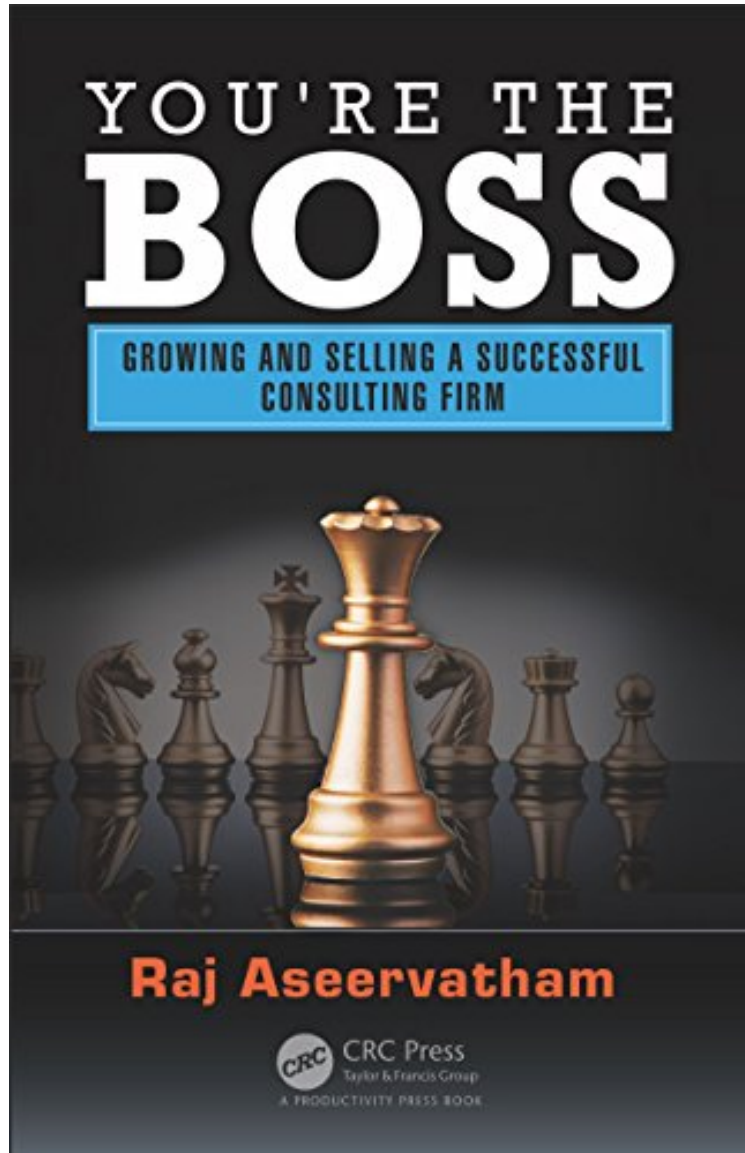


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You're the Boss: Growing and Selling a Successful Consulting Firm

Raj Aseervatham

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There is no magic formula for growing a successful consulting firm, but the few most important factors you must know are critical regardless of the type of consulting firm you are trying to grow. With leadership, diligence,

discipline, and sustained effort, these principles can help you achieve your most visionary business aspirations. If you entered consulting to make a quick dollar, or to supplement your income, this book won't offer you much. If, instead, you are hoping to create a sustainable enterprise that accumulates value you can capitalize on, then this is the book for you. *You're the Boss: Growing and Selling a Successful Consulting Firm* is written in a warmly conversational manner, making it accessible to novice consultants as well as seasoned professionals. It is an ideal resource for business consulting entrepreneurs who want to: Strategically steer their own rewarding business venture; Grow their business and employ others in rewarding careers; Profit from the sale of a highly successful independent business. This book focuses on the creation of a capital asset and independent wealth, not just the mechanics of consulting. Bringing together the experiences and lessons learned from a dozen highly successful consulting entrepreneurs, the book provides stories that highlight the lessons in action in the USA, UK, Australia, Asia, and South Africa. The book is segmented into nine distinct lessons charting the journey of a successful consulting firm—from inception to sale. In addition, it presents the author's proprietary growth model that he has applied successfully during his professional consulting experience, and which he credits for much of the commercial success he has experienced.

About the Author Dr. Raj Aseervatham has more than 30 years' experience in government, private industry, and consulting. He has worked across a broad range of sectors in the United States, South America, Europe, Asia, and Africa. He earned four degrees, including a PhD in engineering, and an MBA majoring in international projects. In his consulting career, he has established multinational consulting sectors for one of the world's largest consulting firms, started and grown three successful consulting enterprises, and provided strategic direction and governance on the boards of various organizations.