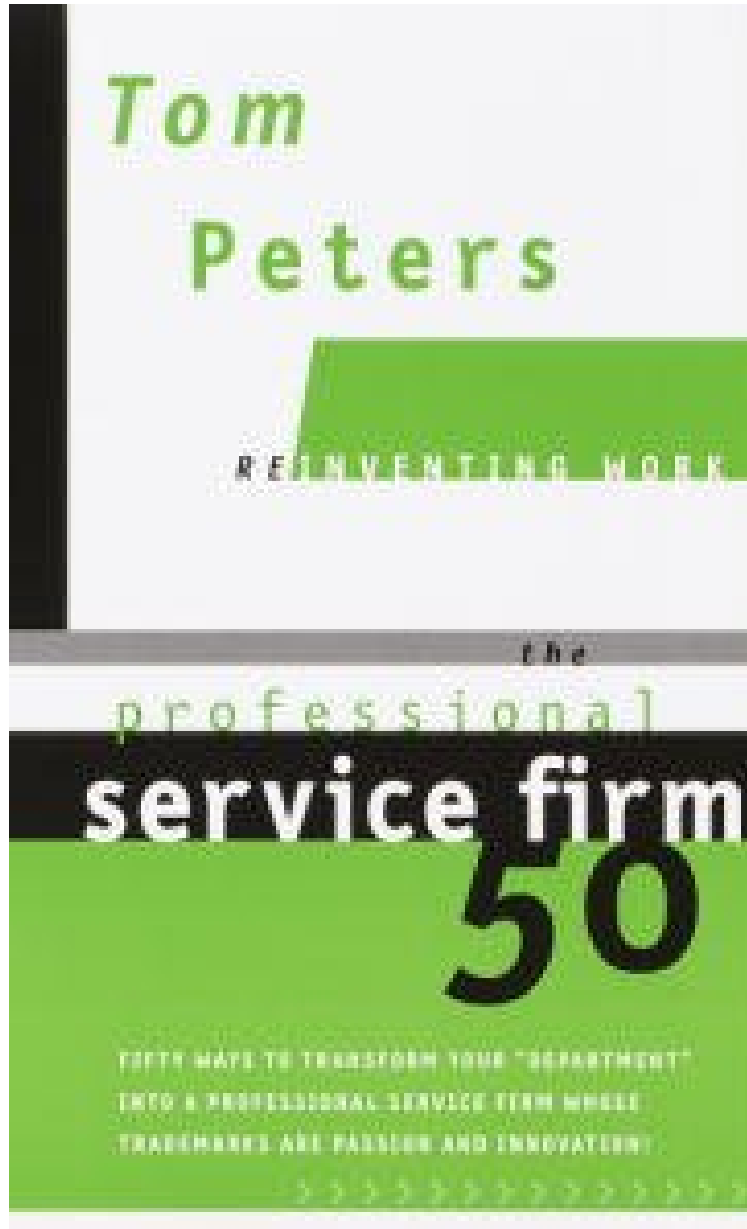


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The Professional Service Firm50 (Reinventing Work)

Tom Peters

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Tom Peters : The Professional Service Firm50 (Reinventing Work) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Professional Service Firm50 (Reinventing Work):

0 of 0 people found the following review helpful. Three StarsBy JulieBranding book is the best. Read that one first and keep practicing.0 of 0 people found the following review helpful. Five StarsBy Mark J SchmidtGreat book - works well for training new staff members for organizational change.4 of 4 people found the following review helpful. Tom

Peters Puts The Wow! Back Into Work! By Donald Mitchell This book has several potential uses. Although I have worked in professional service firms almost my entire life, I found this book to be a useful reminder of what makes a professional service firm great. In fact, this is much more useful than *The McKinsey Way* (a book about Tom's original firm). Although Tom Peters did not intend this purpose, I think it may be the best use of the book. The second use is the intended one: Turn your internal business department into a professional service firm look-alike. The book will work well for those who have driving ambition to be the best. For those who do not yet share Peters' passion, this book may seem over the top. Peters is a very qualitative thinker, so it would be easy to misapply his ideas in a way that created a tough work environment that provided little benefit. For example, *The Dance of Change* warns against trying to create new language and culture in an organizational sector because everyone else may think you are weird and ignore you. Peters could create that kind of tension for a group if you followed his advice too literally (he suggests that you use questions like "How can we wow you?" when working with colleagues in the firm -- that may work if you politely ask the person first if you may ask them an unusual question). On the other hand, Peters is at his best when he is a little off-the-wall because he makes you think. There are plenty of references to outstanding books, and he is really trying to create a picture of perfection. That is helpful, because most business books simply share dated information about past best practices. As someone who helps executives design simple, effective approaches to perfection, I applaud the effort. Peters would do well to accommodate other perspectives. Being totally committed to work and perfection through maximum effort often does not appeal to people as a permanent life style. What should the other people do? If you are an ambitious MBA who wants a mentor, you could do a lot worse than adopt this book as your guide. If you want balance in your life, you had better read *Life Strategies* as well. Keep up the good work, Tom Peters! I hope you keep challenging us!

Transform white collar departments into "professional service firms" whose sole, powerful asset is knowledge. Peters discusses making the most of presentations, working with outsiders on market analysis, how to improve brainstorming meetings, how to develop relationships with clients and get the most out of them. 50 of Tom Peters's trademark insights on how to get the most out of your department.

.com Tom Peters thinks that you can turn your "dept." -- be it the HR "dept." or the payroll "dept." -- into a professional service firm with the same level of creativity and commitment of the firms we always seem to hear about -- McKinsey Co., Chiat/Day, and Kleiner Perkins Caufield Byers. In *The Professional Service Firm*, Peters spells out 50 ways to transform your "dept." into a client-centered, passionate organization. His advice ranges from "Bring in wild and woolly outsiders. E-x-p-a-n-d the box" (no. 27) and "A rabid scheduler is a must!" (no. 32) to "Become a Research Development evangelist" (no. 35) and "Provide 'project management-leadership' opportunities" (no. 45). *The Professional Service Firm* joins Peters's *Reinventing Work* series, which also includes *The Projects* and *The Brand You*. Like that of all the titles in this series, this book's presentation -- especially its bouncing typography -- is distinctive and at times overwhelming. Nevertheless, managers looking to inject new ideas and life into their departments will find lots of high-energy advice here. -- Harry C. Edwards

From the Inside Flap

Transform white collar departments into "professional service firms" whose sole, powerful asset is knowledge. Idea: You are boss of a 23-person finance department in a division of a big company. Or, rather, you were boss of the finance department. Now, per our suggestion-model, you are Managing Partner, Finance Inc., a full-fledged professional service firm which is a wholly owned subsidiary of your division. Goal: Learn from the best professional service firms! Transform your unit! Today, even after re-engineering done well, the "department" doesn't look much like McKinsey, Andersen or Chiat Day. (And that's an understatement!) Aim, in short: Cool people (call them "talent") working on cool projects with cool clients. The aim redux: A cool Finance/Purchasing, IS, HR, Sales department. Why not? The cool professional service firm is just that: cool people/talent, a portfolio of cool projects, cool clients. Period. It's only asset -- literally -- is brains. It's only product is projects. It's only aim is truly memorable client service. So step #1, then, is the organization (PSF) . . . transforming "departments" in which white collar folks work into way cool professional service firms adding way cool value by doing way cool "stuff".

Peters discusses making the most of presentations, working with outsiders on market analysis, how to improve brainstorming meetings, how to develop relationships with clients and get the most out of them. 50 of Tom Peters's trademark insights on how to get the most out of your department. See also the other 50 List titles in the *Reinventing Work* series by Tom Peters -- *The Brand You* and *The Projects* -- for additional information on how to make an impact in the professional world. About the Author Tom Peters continues to be in constant demand for lectures and seminars. In addition to researching and writing his books, he travels more widely than ever to monitor and observe the business environment worldwide. The founder of the Tom Peters Group in Palo Alto, California, he lives mostly on American Airlines, or with his family on a farm in Vermont or an island off the Massachusetts coast.