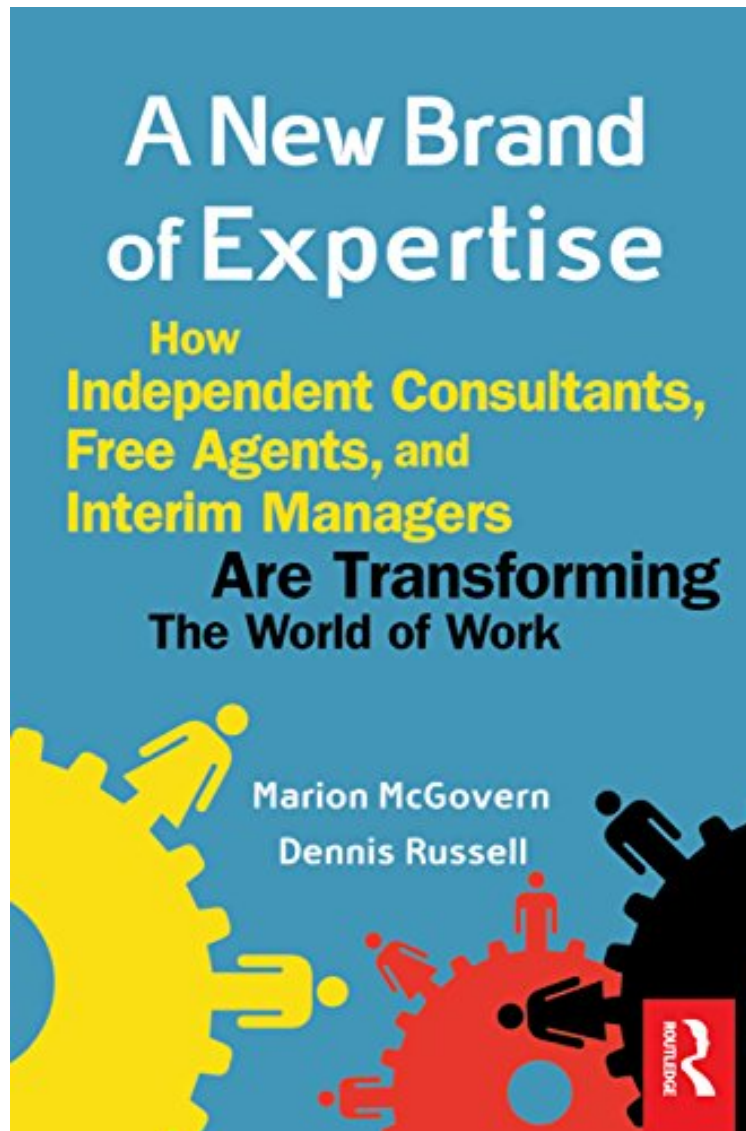


[Download] A New Brand of Expertise

A New Brand of Expertise

Dennis Russell, Marion McGovern
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Dennis Russell, Marion McGovern : A New Brand of Expertise before purchasing it in order to gauge whether or not it would be worth my time, and all praised A New Brand of Expertise:

1 of 1 people found the following review helpful. WANTED: RENAISSANCE SOULS!By Margaret N. LobenstineI am so thrilled that someone with Marion McGovern's bird's eye view of both sides of the fence has underscored so positively the free agent's role in the economy of the 21st century. I think she does an excellent job of reminding us that people who move from project to project and company to company can be real assets in today's workplace. This is especially good news for Renaissance Souls: people who prefer variety and combination to concentrating on just one

thing. Why? Because, as McGovern shows so well, the life of free agents is very different from that of workers sitting in one cubicle specializing in one thing for most of their working life. Free agents have to know their material, of course, but they also have to enjoy applying what they know to a variety of different situations. In addition, free agents need to be comfortable wearing several different hats. Who is going to spread the word about what they have to offer if they don't? Who is going to be sure that the finances are in order if they don't? Even if they hire accountants and make good use of the virtual free agent supports available on the Internet, they still are the one, and only one, making the final decisions and being sure what needs doing has actually been done. As a coach specializing in life design for people with too many passions to pick just one (read Renaissance Souls,) I have already been recommending Dr. Barbara Reinhold's book, FREE TO SUCCEED: Designing the Life You Want In the New Free Agent Economy and Daniel Pinks FREE AGENT ECONOMY. Now I will add McGovern's new contribution as well. 15 of 15 people found the following review helpful. Not bad, but there are better books out there. By A Customer While there is good information here I would strongly recommend some other titles. For anyone who is considering a free agent / consulting career, "Free Agent Nation" by Daniel Pink provides a good "big picture" view of what you're in for. And for advice on consulting, books by Alan Weiss are killer stuff. I read "Million Dollar Consulting in the early 90's and thought it was excellent. And I recently purchased "Getting Started in Consulting", which takes the themes from his early books and translates them into a step by step roadmap. Straightforward, succinct, practical insights into how to build a business. 4 of 6 people found the following review helpful. Great Resource. By A Customer I found this to be an invaluable resource for individuals who are practicing as independent consultants or just getting started. Also, leaders of tomorrow's "Fast Companies" will be convinced that using "spot talent" should be a crucial piece of their talent strategy - McGovern illustrates the many uses and successes of consultants. Her experiences in the business provide a wealth of knowledge to both sides. It's a quick read peppered with real-life examples. I have recommended this book to friends who work as free agents/gurus/etc - the advice is up to the minute and prepares individuals and companies for the workplace of the future.

A New Brand of Expertise uniquely clarifies the dynamics of the red-hot "free agent" workplace and teaches the new skills and employment strategies independent professionals must master to succeed. In today's quick and turbulent markets, companies often need specialized professional talent on an interim basis to solve specific business problems, a major trend creating huge opportunities and an alternative career track for many professionals. A New Brand of Expertise clarifies for independent professionals why companies need interim talent and how to develop a skill set that matches market needs. Readers will learn effective methods for uniquely marketing and branding themselves in order to develop a sustainable and successful free agent career.

"Marion McGovern knows what it takes to add value in today's zip-zap world of commerce. After all, she was among the early visionaries who not only predicted the 'free agent nation' and the globalized 'new economy,' she literally helped shape them! A New Brand of Expertise is long-awaited wisdom from the source." -Dr. Louis Patler, author, TILT! Irreverent Lessons for Leading Innovation in the New Economy "Independent consulting as a lifestyle and career choice is destined to thrive as another force shaping the new economy. The leading talent agent for independent consultants shares industry insights of value to both companies and individuals who are readying to catch the wave." -- Martin Babinec, Chairman and CEO, TriNet "This dynamic book doesn't just describe from on high the increasingly interim nature of work in today's economy. A New Brand of Expertise draws from the experience of a key player aiding the transition, and will be of invaluable help to anyone trying to work in the new economy." --Tom Ehrenfeld, author of The Startup Garden: How Growing a Business Grows You From the Publisher A New Brand of Expertise is an informative new guide to the "free-agent" marketplace that explains how businesses can enhance their competitive advantage, and how independent consultants can develop a successful consulting practice. It demonstrates why companies need interim talent, now more than ever, and provides case studies and practical suggestions for how to use independent talent effectively. For new and experienced independent consultants, it offers proven methods for uniquely marketing and branding themselves to develop a sustainable and successful "free-agent" career. The author, a leading expert on independent consulting, draws on nearly 15 years of experience working with independent consultants and clients to clarify how businesses can capitalize on this new breed of flexible, highly experienced professionals. About the Author Born in Portsmouth England, and educated at the Grammar School. Scholar of Brasenose College, Oxford. Pilot R.A.F. Trained in major London Advertising Agency, then into Consumer Products Marketing with Nabisco, Cerebos and Rank Hovis McDougall (General Manager, Sales and Marketing). Joined the Crown Wallcoverings Division of Reed International as Marketing Director, later Managing Director, Crown International and then Head of Planning, Reed Decorative Products, North America. Returned to UK as MD of DIY manufacturers Harrison Beacon. Created, then bought out "Mr Plumber", the initiator of DIY Plumbing. After this was sold, joined Career-Counsellors InterExec as Regional Director. Since 1992, Director of Client Services for Praxis the leading Interim Management Agency - now active as a Consultant and writer.