

Chapter Three

Why Is this Chapter Important?

Chapter three develops this introduction to consulting further by examining the difference between firms. Generalists versus specialist firms are examined and this details the advantages and disadvantages of size. Further illustration of how small firms operate is seen by using Cheltenham, England as an example, showing a sole trading practice, and 2 limited companies all that work within the business psychology field. Material on the Lamberhurst group was cut out of this chapter for space but this is directly relevant to how smaller firms can expand by joining into a network of associates. Fields of consultancy activity is examined exploring differences between working with SMEs through to working abroad. Benedict Eccles then provides the closing case study which is important in illustrating how working internationally is quite different from working in the west and the UK.

Supplementary material and further case studies

The good sources on the web that feature material from this chapter include:

Weblink	Comment
http://www.lamberhurst.com/practicegroups/index.html	The site of the Lamberhurst group
http://www.jca.eu.com/	A small occupational psychologist's consultancy based in Cheltenham, specialising in emotional intelligence (for a small consultancy, an impressive list of clients)
http://www.wisegeek.com/what-is-a-small-business-consultant.htm	A very simple look at benefits to small business from consulting
http://business.timesonline.co.uk/tol/business/columnists/article703076.ece	An article that is a bit dated, but still provides a salient critical view on consultancy
http://www.tagorg.com/Default.aspx?lang=en	An Arabic consultancy firm; interesting site to look at for the differences in the consultancy approach between the "West " and the "East"
http://www.mckinsey.com/clientservice/industry.asp	The site of McKinsey consulting showing the varied fields of consultancy it operates in
www.chathamrogersconsulting.com	Business management consultants and profit improvement for small and medium businesses.