

Chapter Five

Why Is this Chapter Important?

Chapter five builds from the previous chapter and examines the client consultant relationship. The opening case study from Deloitte demonstrates why this is such an important topic in consulting. Throughout the chapter links into both the academic and practitioner literature are given. This is especially useful in determining who the client is and the precise nature of the relationship.

Supplementary material and further case studies

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

Web link	Comment
http://www.thedrum.co.uk/news/2009/09/16/11389-childsplay-for-seabrook-crisps-and-propaganda	A case study example of how a client consultant relationship can manifest itself in terms of producing a BBC programme highlighting the firm and their consultancy
http://www.gestaltreview.com/Portals/0/GR0301Saner.pdf	An interesting article on a holistic approach to consulting
http://www.kellen.net/ClientConsultantRelationship.htm	A consultant's view on the client-consultant relationship
http://www.alonsostrategyconsulting.com/The_Client-Consultant_Relationship	A consultancy representation of the client-consultant relationship
http://www.managementconsultingnews.com/interviews/stevenson_interview.php	Interview on the client-consultant relationship
http://www.mindjet.com/whymindjet/customers/cases/Mindjet_HP_US.pdf	Hewlett-Packard consulting case study on getting over language barriers
http://www.top-consultant.com/articles/Consulting%20its%20all%20about%20expectations.doc	A paper on client expectations by a consultant
http://www.gestaltreview.com/Portals/0/GR0301Saner.pdf	An interesting article on a holistic approach to consulting
http://www.kellen.net/ClientConsultantRelationship.htm	A consultant's view on the client-consultant relationship
http://www.alonsostrategyconsulting.com/The_Client-Consultant_Relationship	A consultancy representation of the client-consultant relationship
http://www.managementconsultingnews.com/interviews/stevenson_interview.php	Tom Stevenson on the ideal client-consultant relationship