

How this manual can help you

The proposed text is designed for students studying management consultancy and all its facets, good and bad. It is designed to give students academic rigour with practical knowledge in the consultancy field. It is designed as a core text for those who have a substantive management consultancy element to their degree. It is also designed as a supportive text to degrees, such as an MBA, for those who have an interest in a career as a management consultant.

Where did the idea for the book come from?

The text was initiated to merge an academically sound yet practitioner orientated approach. In the past, I had been quite frustrated as a lecturer with the lack of a suitable text for my Master degree students combining practitioner with academic knowledge. Thus, I decided to write my own although many of the ideas presented in the book as well as the case studies come from others that share my passion of the subject.

It is very difficult to get the right balance between academic knowledge and practical application. Nevertheless, I felt I was up to the challenge being a rare breed of academic who has left full-time consultancy but one who now teaches his old profession. In this regard, having been (and occasionally still work as) a consultant, and being a module tutor on a professional skills/consultancy module, I feel I can produce a useful text.

So what is this manual about?

The manual is designed to supplement the book for students. It is in essence a further repository of knowledge, whereby the following is provided:

- Further case studies
- Web based material