



How to Establish a Unique Brand in the Consulting Profession: Powerful Techniques for the Successful Practitioner

Alan Weiss

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As an experienced consultant, you'll find this unique book an invaluable aid in establishing the leverage needed to bring highly-qualified prospects and new business to your doorstep. Written by Alan Weiss--an internationally recognized expert in consulting and marketing--this essential resource, the second book in The Ultimate Consultant Series, will help you develop the skills you need to achieve valuable brand recognition quickly and effectively.

How to Establish a Unique Brand in the Consulting Profession will help you create a brand that will make you "Number One" in your particular areas of excellence, no matter how broad or narrow. And, perhaps worth the price alone, the book offers a glimpse into the important trends that are shaping the future of branding.

"Alan Weiss should be branded as The Consultant's Consultant! His new book, *How to Establish a Unique Brand in the Consulting Profession*, is another proof of the value of his insights into the marketing and strategy of the consulting profession. He's right on the mark in terms of what consultants typically don't do and certainly need to do to succeed."

--**William C. Byham**, chairman and CEO, Development Dimensions International, Inc. (DDI)

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