



Management Consultancy in the 21st Century

Fiona Czerniawska

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Management consultancy is one of the fastest growing markets in the world today, with the worldwide fees estimated to total more than \$60bn. This pace of growth looks set to continue, but the future holds significant challenges. This book assesses the key opportunities and risks facing the consulting industry over the next twenty years, such as: - the changing client-consultant relationship, with clients demanding more tangible benefits in a shorter time - access to new international capital will determine the survival of consulting firms - more complex relationships between consulting firms, with new alliances between traditional rivals in order to address new markets - a more blurred boundary between the roles of clients and consultants The author is a management consultant of long-standing experience and she quotes from interviews with leading partners from some of the world's most influential firms, including Andersen Consulting, PricewaterhouseCoopers, KPMG, Deloitte & Touche and the Boston Consulting Group. This will be essential reading for anyone already working as a consultant or considering doing so, and for people who buy or work with consultants.

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