



An Introduction to Management Consultancy

By Marc G. Baaij

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An Introduction to Management Consultancy By Marc G. Baaij

‘I have never seen such a book about management consulting before: this sets a new standard. This book is extremely thorough and addresses all of the relevant topics.’ - **Sander van 't Noordende, Group Chief Executive Products Operating Group, Accenture**

Whether you are looking to build on your management studies or experience of working in business, you are likely to have come across management consultancy and will need a clear and concise introduction to this area to help you understand its practices and techniques in order to hire and implement management consultancy in the future. This text provides you with these essentials for success in your studies and later industries when working with and not just for consultancy firms.

The text is built around learning objectives to empower your understanding of the 'what', 'how', 'when' and 'why' at macro and micro levels of management consultancy and its stakeholders, and provides you with engaging real life examples and extra web materials for study.

As well as full courses on management consultancy, this text will be invaluable to your management knowledge and skill-set across strategy, change, analytics, problem-solving, solution implementation and decision-making as applied by the world's top management consulting firms, such as McKinsey & Company, The Boston Consulting Group, and Bain & Company.

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- Consultancy publications
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Editorial Review

Review

'This book provides a crystal clear, strategic and up to date view of consulting that combines research and practice. It will be of equal value to consultants, their clients and anyone studying the industry or management innovation, at undergraduate or postgraduate level. It will be a leader in its field'

(Professor Andrew Sturdy 2013-10-21)

'An informative source that should be considered must reading for anyone interested in a thoughtful, easy to follow overview of the management consulting industry, from the normative pull of a true “helping” profession to the critical depiction of management consultants as little more than masters of rhetoric skilled at organizational sorcery. The volume contains myriad insights into consultancy’s micro- and macro-level dynamics, from individual consultants and their roles, responsibilities and expectations, to the competitive realities of consultancies and the knowledge management challenges of our post-industrial age, to the nature and nuances of consulting projects. The book is equally valuable for those interested in entering the consulting industry as well as managers who will be working with consultants.'

(Anthony F. Buono)

In this book, Baaij effectively captures the breadth of the field, from the normative pull of a true “helping” role to the critical depiction of management consultants as little more than masters of rhetoric skilled at organizational sorcery. The volume contains myriad insights into consultancy’s micro- and macro-level dynamics, from individual consultants and their roles, responsibilities and expectations, to the competitive realities of consultancies and the knowledge management challenges of our post-industrial age, to the nature and nuances of consulting projects. The book will be equally valuable for those interested in entering the consulting industry as well as new managers for whom working with consultants is a novel experience. Baaij is to be commended for providing sufficient insight into the dynamics underlying management consulting that readers will come away with a much richer understanding of this complex, ambiguous domain.

(Anthony F. Buono, Bentley University)

About the Author

Marc G. Baaij is Associate Professor of Strategic Management at the Rotterdam School of Management, Erasmus University Rotterdam. He has previously worked as a management consultant and research manager at The Boston Consulting Group. He is also the Academic Director of the Rotterdam School of Management Executive Master of Science in Management Consultancy programme.

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