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How To Succeed In
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IAN LURIE

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Run A Better Consulting Business Learn the four-step process for escaping the vendor trap, become a valuable consultant and learn how to grow your contracts in this easy-to-read corporate fable. The business of consulting is great, but there's one catch: Clients perceive less and less value over time. Somehow, as consultants, we have to demonstrate value. That's what One Trick Ponies is all about. In the last decade, a new focus on 'productized' services has sucked the life out of consulting companies by de-emphasizing the craft and turning services into commodities. Reverse the trend, be the go-to resource for your clients and increase your business with the four steps:

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