



Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success

Mike Schultz, John E. Doerr

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"*Professional Services Marketing* will certainly become the bible of the field in short order! Without a doubt, the most useful compendium of marketing insight for the practicing professional services firm executive...BRAVO!"

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"It's no longer sufficient to be a good 'expert for hire'—you need a brand and a powerful marketing engine behind you. Professional Services Marketing is a gold mine of research based strategies, best practices, and specific techniques that will help you consistently win in the client marketplace and outshine your competition. It's thoughtful, funny, and filled with the how-to so often missing in business books."

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"Schultz and Doerr offer tactics and information in an easy-to-read, concise, and enjoyable format. Professional Services Marketing should be a required resource in every professional marketer's tool box!"

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"This book is an excellent resource for anyone involved in professional services. It is especially timely in our current challenging economic conditions, and the ideas and guidance are relevant for the better times to come as well."

—**Josh Lee**, Partner, Monitor Group

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—**Kevin McMurdo**, Chief Marketing Officer, Perkins Coie

"*Professional Services Marketing* is the first book to directly address the challenges of the professional services marketer. This book is filled with practical wisdom and research on best practices and processes specifically for this industry. A must-read for anyone in a professional services firm!"

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