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Business

GETTING NEW CLIENTS Second Edition

Richard A. Connor, Jr. and Jeffrey P. Davidson

“Getting New Clients helps to solve the biggest problem marketing service professionals have...”

James Kennedy, Editor, Consultant's News

This book is the bible all service professionals—accountants, architects, attorneys, engineering consultants, management consultants, financial planners, etc.—need to get new clients. Based on Dick Connor's client-centered marketing approach, the authors show service professionals how to identify the unmet needs of prospective clients and then how to get their business.

- Focuses on the changing world of consulting and why service professionals need to develop specialized consulting services to meet the needs of clients
- Includes new material, with the original information updated and made more reader-friendly
- Contains techniques and tips that have been field-tested by thousands of service professionals

RICHARD A. CONNOR, JR. (Springfield, Virginia) is President of his own management consulting firm. JEFFREY P. DAVIDSON (Falls Church, Virginia) is a management consultant, lecturer, and prolific author. Connor and Davidson also co-authored the best-selling *Marketing Your Consulting and Professional Services*.